

Intel Inside® Program Requirements

Terms and
Conditions,
Trademark and
Logo Usage
Guidelines

March 22, 1999
Edition



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Note: Glossary terms are denoted by the use of boldface.

Program Overview

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1. General

This document defines the Terms and Conditions (“Ts & Cs”) and Trademark and Logo Usage Guidelines (“TLUGs”), which make up the Intel Inside® Program requirements for participation in the Intel Inside® Program (“Program”). These Ts & Cs, which become effective March 22, 1999, supersede all previous Ts & Cs and TLUGs. Intel reserves the right to unilaterally modify the Ts & Cs and TLUGs upon thirty (30) days written notice, as long as such change is applied to all similarly situated Licensees.

1.1 Definition of Terms

All terms used in these Ts & Cs and TLUGs shall have the same meanings as defined in the **OEM Market Development Program and Trademark License Agreement (“License”)**. All other terms are defined in the Glossary and are denoted by the use of boldface. Intel’s trademarks and brands shall be referred to collectively as the “**Intel Inside® Logos.**”

2. Brand Promotion

2.1 Program Intent

The purpose of this Program is to positively promote the Intel Inside® brand.

- This Program is intended to reimburse Licensees for advertisements that prominently feature **Qualifying Licensee Product(s)** and the **Intel Inside® Logos**.
- This Program is not intended to prohibit or discourage Licensees or others from advertising **Non-Qualifying**

Products or Third Party Logos. Intel simply reserves the right not to reimburse for advertising that promotes such products and logos.

- Intel reserves final judgment regarding approval of and reimbursement for all advertisements under this Program.

2.2 Advertising Standards

All advertisements that incorporate **Intel Inside® Logos** must promote the Intel® brand ingredients in a positive manner and must comply with high standards of good taste, as determined by Intel. Standards of good taste apply to the placement and programming context as well as the overall vehicle in which the advertisements appear. Intel will not reimburse the Licensee for advertisements that do not meet these standards.

2.3 No Endorsement

Participation by a Licensee in the Program (including Intel’s **Prior Approval** of advertisements) shall not be construed as endorsement or approval of the advertisement’s content, including but not limited to any brand, company name, product technology or product performance claims.

Licensee warrants that any advertisements using the **Intel Inside® Logos** shall comply with all applicable laws and regulations governing such ads, and Licensee further warrants that such ads do not violate any privacy or property rights of any person or entity and shall indemnify Intel for any breach of the above warranties.

3. Program Requirements

3.1 Eligibility

To be eligible to become a Licensee, an OEM must:

- Be a manufacturer or integrator of **Qualifying Licensee Products** and
- Advertise and sell (either directly or via distribution channel) **Qualifying Licensee Products** to end users under its own brand name.

3.2 Participation

To participate in the Program, a Licensee must:

- Have on file at the Program Office a **License** which includes:
 - An up-to-date **Attachment C**
 - Appropriate and executed Addenda
- Sign and comply with the **Label Certification Form**
- Comply with any and all obligations listed in the **License**, Ts & Cs, and TLUGs. Failure to comply may result in termination from the Program.

3.3 Changes to Corporate Organization

A Licensee must notify the Intel Inside® Program Office in writing of changes to its corporate organization which may have an impact on its Intel Inside® Program Market Development Funds within thirty (30) days of the change. For example, notice must be received when there are mergers with and acquisitions of another Licensee or OEM, purchases of **Qualifying Intel Processors** by a **Subsidiary**, and/or purchase location changes. If a Licensee does not notify Intel, it will not be eligible to accrue funds based upon the changes in its organization. Changes in accruals will begin upon Intel's receipt of a Licensee's written notification and will not be retroactive.

3.4 System Naming Guidelines

Names or model names of Licensee's **Computer Products** (including those not listed on **Attachment C**), should never use Intel trademarks, brands, code names or names confusingly similar to Intel trademarks. For example, the Licensee's **Computer Product** names must not contain the following:

- An Intel trademark or parts of trademarks, e.g. "MX"
- Terms such as "586," "686" and/or "_86"
- Any reference to an Intel engineering code name
- Names such as "Pentium," "Celeron," etc.
- "P2" alone or adjacent to any other letter(s) or number(s) (e.g. P2300, P2M, P-2)
- Roman numeral "II" (e.g. II, II, GII, Desktop II)
- "P3" alone or adjacent to any other letter(s) or number(s) (e.g., P3450, P3X, P-3)
- Roman numeral "III" (e.g. III, III, GIII, Laptop III)

Note: The Licensee may not place on **Attachment C** a system with a third party's name, logo, trademark or brand unless it has fully complied with all requirements of the **OEM Licensed Brand Agreement**.

Licensee is responsible for ensuring all products on **Attachment C** are based on **Qualifying Intel Processors** at all times. Licensee must report immediately any changes by completing a new **Attachment C** and sending it to the Intel Inside® Program Office.

Program Overview

4. Market Development Funds

Each Licensee is eligible to accrue 6% of its monthly **Net Shipments of Qualifying Intel Processors** into the Intel Inside® Program Market Development Fund (MDF). The MDF will increase or decrease depending on a Licensee’s purchases, sales or transfers of **Qualifying Intel Processors**. Intel shall have the right to audit a Licensee’s records to determine the accuracy of the MDF.

4.1 Start of Accrual

Funds will begin to accrue when the Licensee has certified that it has labeled at least 95% of the **Qualifying Licensee Products** listed on **Attachment C** and product shipping cartons with the appropriate **Intel Inside® Logos**. For labeling instructions, please refer to the Label Zone. These funds will continue to accrue only as long as the labeling remains at or above 95%.

4.2 Accruals

Funds for a Licensee accrue on a monthly basis into the Market Development Funds listed below.

4.2.1 Base Advertising MDF

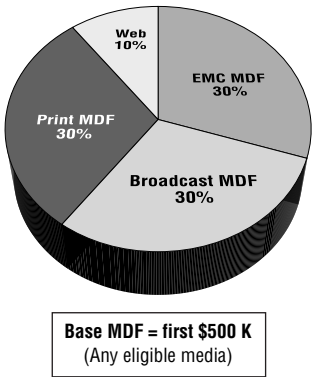
For each calendar year, the first USD \$500,000 MDF accruals for each Licensee will be placed into a *Base Advertising MDF*. This fund is to be used for Print, Broadcast, and Web advertising in any proportion, whichever is claimed first.

Licensees may also elect to designate all funds from the *Base Advertising MDF* into the Print, Broadcast, and Web MDF once per calendar year. The Program Office must receive a Licensee’s written notification of its designation no later than January 20th of each year.

4.2.2 Other Media Advertising MDF

Subsequent MDF accruals over USD \$500,000 will be allocated into the following MDF according to the percentages listed:

- Print Advertising MDF = 30%
- Broadcast Advertising MDF = 30%
- Eligible Media Choice Advertising MDF = 30%
- Web Advertising MDF = 10%



4.2.3 Eligible Media Choice (EMC) MDF

A Licensee must allocate all or a portion of its EMC MDF into the Print, Broadcast, and Web advertising MDFs. Once per calendar quarter, a Licensee must specify its preferred EMC MDF distribution by notifying the Program Office in advance. The Program Office must receive the Licensee’s written notification of the requested changes at least ten (10) business days prior to the beginning of the calendar quarter. Once directed, funds remain in their specified MDF accounts until they are used or expire. This allocation remains in effect until Licensee notifies the Program Office of a subsequent change. A Licensee cannot claim directly from the EMC MDF.

Program Overview

4.3 MDF Assignment

Each Licensee may assign all or part of its accrued MDF to one or more of its **Subsidiaries** or divisions not more than once per calendar quarter. The Program Office must receive a Licensee's written notification of the assignment at least ten (10) business days prior to the beginning of the calendar quarter. The assigning party and the assignee will each receive a statement.

4.4 Fund Availability

Funds are available for a period of one (1) year from the last day of the calendar month in which they are first accrued. On the last calendar day of each month, all unclaimed funds more than one (1) year old shall expire, and such funds shall no longer be available to the Licensee. Reimbursements will always be made from the oldest applicable funds in the MDF unless Licensee designates a different MDF.

4.5 Proof of Purchase

Proof of purchase documentation is necessary to obtain MDF accrual for any purchase of **Qualifying Intel Processors** not made directly from Intel or an authorized Intel distributor. Accruals for the purchased units will be transferred from the seller's MDF account to the buyer's MDF account. An itemized invoice containing the Selling Vendor's **Program ID number** and substantiating proof of purchase documentation (must include date of purchase, processor type and speed (e.g., Pentium® III processor 500 MHz), and processor quantity) must be submitted to Intel no later than three (3) months after the purchase date on the vendor invoice.

4.6 Payment from One Intel Marketing Program

Licensees may receive payment from only one Intel Marketing Program (e.g., Intel Inside® Program or Retail Co-op Advertising Program) for any single advertising or promotional activity.

4.7 Right of Offset

Intel Corporation and any Intel subsidiaries have the right to offset any past due amounts owed by a Licensee to Intel or to any of its subsidiaries against any MDF monies which are currently due to Licensee. However, the licensee may not deduct amounts it believes it is owed as reimbursement under this program from any other payment owed to Intel.

4.8 Monthly Statement

All Licensees with changes to their account balances will receive a monthly Participant Activity Statement (PAS). The PAS will detail the beginning balance of the MDF, accruals for the prior month, all payments processed that month, any adjustments and the ending balance.

Program Overview

Program Overview

5. Advertising Licensed Brand Names

Advertisements featuring a **Licensed Brand** must meet the following requirements:

- The **Brand Licensee** must be an Intel Inside® Program Licensee.
- The **Brand Licensor** must be a current or former Licensee in good standing. “Good standing” shall mean a former Licensee who was not involuntarily terminated from the Program.
- The **Brand Licensor** and the **Brand Licensee** must have entered into a written license agreement concerning the **Licensed Brand**.
- The **Brand Licensee** must submit a complete **OEM Licensed Brand Agreement**.
- The **Brand Licensee** must update its Attachment C with the addition of system names using the **Licensed Brand**.
- The **Brand Licensor** and the **Brand Licensee** may not receive reimbursement for the same advertisement.

6. Ad Compliance

Intel will monitor use of the **Intel Inside® Logos** and will take appropriate action to ensure compliance and proof of performance for Licensee advertisements. Upon request by Intel, a Licensee must provide backup documentation supporting its MES form. The Licensee is required to retain all backup documentation for a period of eighteen (18) months. If violations are identified, Intel will take appropriate actions. Such actions may include, but are not limited to: terminating the Licensee’s participation in the Program, requiring the Licensee to make-good non-compliant advertising, requiring all future advertisements to

be prior approved regardless of MDF accrual, freezing worldwide MDF, and /or rejecting the invalid MES form.

7. Program Termination

7.1 Use of Counterfeit and/or Remarketed Processors

In addition to the grounds for termination set forth in the **License** and these Ts & Cs and TLUGs, use of counterfeit and/or remarketed Intel processors shall be grounds for termination.

7.2 Inactivity as Grounds for Termination

Any Licensee who is inactive for twelve (12) consecutive months will be terminated from the Program. Inactivity is defined as twelve (12) consecutive months without an accrual.

7.3 Effect of Termination

In addition to all other remedies set forth in the **License** and these Ts & Cs and TLUGs, upon termination of a Licensee’s participation in the Program:

- Accrual of MDF shall immediately cease,
- All accrued but as yet unclaimed amounts shall be forfeited,
- Reimbursement for amounts claimed, but not yet paid shall be subject to Intel’s discretion, and
- If a Licensee has been terminated for cause other than for inactivity, a Licensee may reapply to the Program if it has corrected the cause of its termination. Intel may at its sole discretion determine whether a Licensee can re-enter the Program.

Print Zone

Print Zone

8. Advertising Requirements

This section gives an overview of the Print advertising requirements.

8.1 Fundamental Principles

To be eligible for Print advertising reimbursement, a Licensee must comply with the following Intel Inside® Program principles:

1) The **Intel Inside® Logo(s)** and **Qualifying**

Licensee Product(s) must be featured prominently in the advertisement.

- 2) The **Intel Inside® Logos** and Trademarks must always be used in accordance with the TLUGs.
- 3) Appropriate Intel Inside® Logos shall be used on advertisements that prominently feature the corresponding **Qualifying Licensee Products**. Qualifying advertisements must not feature **Non-Qualifying Products**. Text mentions of peripheral products or software titles are acceptable.

8.2 Logo Prominence

The following requirements are for advertising in Mature PC Market (MPCM) Countries and Emerging PC Market (EPCM) Countries:

Print Advertisement Logo Prominence Requirements

MPCM	EPCM
<ul style="list-style-type: none">• All logos except Licensee’s, Licensed Brand name, graphic representation(s) referring to a Licensee’s services and the Intel Inside® Logos must appear in a Strip.• Graphic representation(s) referring to a Licensee’s services must be smaller than and separated by a minimum of 3 inches (7.6 cm) from the Intel Inside® Logo in a Direct Print Advertisement.• The Intel Inside® Logos must be at least twice the footprint of and separated from any Third Party Logo by a minimum of 3 inches (7.6 cm) in a Direct Print Advertisement.• Third Party Logos include all:<ul style="list-style-type: none">• Software logos including those that appear in computer screens and software boxes• Graphic representation(s) referring to third party compatibility, offers, products or awards• Only one Strip per ad is allowed.• Third Party Logos are not permitted in Agent Print Advertisements except for the logo(s) of the agent.	<ul style="list-style-type: none">• Graphic representation(s) referring to a Licensee’s services must be smaller than and separated by a minimum of 3 inches (7.6 cm) from the Intel Inside® Logos in a Direct Print Advertisement.• Third Party Logos are not allowed, except for one Distribution Channel Logo.• Third Party Logos include all:<ul style="list-style-type: none">• Software logos, including those that appear in computer screens and software boxes• Graphic representation(s) referring to third party compatibility, offers, products or awards

Advertising Requirements

8.3 Prior Approval

When applicable, Intel prior approves advertisements to ensure the proper usage of the **Intel Inside® Logos** and Trademarks and the proper positioning of the Intel Inside® brand. This **Prior Approval** does not constitute an endorsement or approval of the advertisement's contents including, but not limited to performance or technology claims.

During the prior approval process, Intel will review the advertisements submitted and will respond within two (2) business days of receipt. Intel's response will indicate required changes, if any, or the reimbursement percentage if approved.

Material changes to an approved advertisement or its media schedule require a new **Prior Approval**. Advertisements must also be prior approved for each country in which the ad appears.

Prior approval for **Direct Print Advertisements** is required for a Licensee who has accrued USD \$200,000 or more in total MDF during the previous calendar year. Prior approval for **Direct Print Advertisements** is optional for Licensees accruing less than USD \$200,000.

Any ads featuring approved **Hybrid Logos** must be prior approved.

To obtain Prior Approval, Licensee must submit a completed Prior Approval form along with the following materials to the Program Office:

- Copy and layout (color version and translations if applicable)
- Media schedule and total campaign budget

8.4 Multiple Qualifying Licensee

Product Advertisements

For advertisements that feature **Multiple Qualifying Licensee Products**, Licensees must use the **Intel Inside® Logo** that corresponds to the most prominently featured system in the advertisement. When different Qualifying Licensee Products have similar prominence, Licensees must use the **Intel Inside® Logo** that corresponds to the most advanced system in the advertisement (e.g. the Intel® Pentium® III processor-based system is more advanced than an Intel® Pentium® II processor-based system which is more advanced than an Intel® Celeron™ processor-based system.) The advertisement should not imply that all products contain the more advanced processor.

Print Zone

8.5 Text Mentions for Processors

If MHz is used with the Intel processor name in text, then MHz must follow the processor name.

Example: Intel® Pentium® III processor 500MHz

When using the Celeron™ processor name in text, the Intel name must precede the processor name.

Example: Intel® Celeron™ processor 366MHz.

Note: When the Intel name is placed in front of the processor name, it is being used as a brand and therefore requires a registration mark.

Print Text Mentions for Processors

Examples:

- “Intel® Pentium® III processor”
- “Intel® Pentium® III Xeon™ processor”
- “Intel® Pentium® II processor”
- “Intel® Pentium® II Xeon™ processor”
- “Intel® Celeron™ processor”
- “Intel® Pentium® processor with MMX™ technology”
- “Intel® Pentium® Pro processor”
- “Intel® Pentium® processor”

8.6 Media Placement

Each Direct or Agent Print Advertisement must appear in publications directed to end users. In addition, each publication must have an established rate (e.g. as demonstrated by a recognized circulation audit). For Agent Print Advertisements, only ads appearing in newspapers are eligible for reimbursement.

8.7 Reimbursement Details

Reimbursement will be made once a month via wire transfer or electronic funds transfer. Intel will pay its wire transfer bank fees.

8.8 Direct Print Advertisements

Direct Print Advertisements are evaluated for reimbursement by the overall advertisement and then by the Eligible **Viewing Planes** which feature **Intel Inside® Logos**. The reimbursement is calculated on a prorated basis depending upon the number of eligible pages.

Eligible %	X	# of Eligible Pages # of Total Pages	X	Reimbursable Cost	=	Reimbursement Amount
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Print

Advertising Requirements

8.9 Agent Print Advertisements Run-of-Press (ROP)

Agent Print Advertisements are evaluated for reimbursement based on **Eligible Advertising Space**, prominence of the **Qualifying Licensee Product** and the which features the **Intel Inside® Logos** on the **Viewing Plane**.

- Minimum agent advertisement size must be 2.5 column inches (6.25 sq. inches or 40 sq. cm).
- **Agent Print advertisements** that feature **Qualifying Licensee Product** exclusively without any **Third Party Logos** on the **Viewing Plane**, will be reimbursed at 50% of the media placement costs of the **Eligible Ad Space**. The entire **Viewing Plane** qualifies as **Eligible Ad Space**.
- **Agent Print advertisements** that feature **Qualifying Licensee Products** will be reimbursed at 40% of the media placement costs of the **Eligible Ad Space** if any **Third Party Logos** appear on the **Viewing Plane**.
- **Agent Print advertisements** that feature **Qualifying Licensee Products** will be reimbursed at 25% of the media placement costs of the **Eligible Ad Space** if any **Non-Qualifying Products** appear on the **Viewing Plane**.

8.10 Agent Print Inserts

Agent Print Inserts are evaluated for reimbursement based on **Eligible Advertising Space** which features the **Intel Inside® Logos**.

- Minimum agent advertisement size must be 6.25 sq. inches or 40 sq. cm.
- **Eligible Ad Space** on the outside front or back cover of the **Agent Print Insert** will be reimbursed at 50% of the media placement costs.
- **Eligible Ad Space** on the inside of the **Agent Print Insert** will be reimbursed at 25% of the media placement costs.

8.11 Agent Print Inserts in Europe

Agent Print Inserts in Europe (for both **MPCM and EPCM Countries**) must comply with the following requirements to be eligible for reimbursement:

- The entire insert must be prior approved.
- The Intel Inside® brand ingredients must be prominently promoted in a positive manner throughout the entire insert.
- **Eligible Ad Space** will be reimbursed at 50% of the media placement costs if the **Intel Inside® Logo(s)** and **Qualifying Licensee Product(s)** are prominently featured on the outside front and back cover of the insert. **Non-Qualifying Products** may not be featured in these two areas.
- **Eligible Ad Space** on the front cover will be reimbursed at 50% and any other eligible space in the insert at 25% of the media placement costs if the **Intel Inside® Logo(s)** and **Qualifying Licensee Product(s)** are prominently featured on the front cover of the insert. **Non-Qualifying Products** may not be featured on the front cover.

Print Zone

8.12 Reimbursement Percentages

Mature PC Market Countries (MPCM) Direct Ad Reimbursement

Reimbursement Rate	Intel Inside® Logo	Licensee Brand / Logo	Graphic Representation to Licensee Services	Third Party Logo
60%	Yes	Yes	Yes Smaller than Intel Inside® Logo	No
30%	Yes	Yes	Yes Smaller than Intel Inside® Logo	Yes <ul style="list-style-type: none">• Half the footprint of Intel Inside® Logo<ul style="list-style-type: none">• In a strip• 3" away from Intel Inside® Logo
0%	If the ad is not compliant or if any of the above requirements are not met.			

Emerging PC Market Countries (EPCM) Direct Ad Reimbursement

Reimbursement Rate	Intel Inside® Logo	Licensee Brand / Logo	Graphic Representation to Licensee Services	Distribution Channel Logo	Other Third Party Logo
66%	Yes	Yes	Yes Smaller than Intel Inside® Logo	Only one	No
0%	If the ad is not compliant or if any of the above requirements are not met.				

Agent Ad Run-of-Press (ROP) Reimbursement

Reimbursement Rate	Intel Inside® Logo	Prominently Featured Qualifying Licensee Product	Third Party Logo in Eligible Ad Space	Third Party Logo on Viewing Plane	Non-Qualifying Product on Viewing Plane
50%	Yes - In Entire Ad	Yes - In Entire Ad	No	No - Except Retailer Logo	No
40%	Yes - In Eligible Ad Space	Yes - In Eligible Ad Space	No	Yes	No
25%	Yes - In Eligible Ad Space	Yes - In Eligible Ad Space	No	Yes	Yes
0%	If the ad is not compliant or if any of the above requirements are not met.				

Advertising Requirements

Agent Ad Insert Reimbursement

Reimbursement Rate	Intel Inside® Logo	Ad Location (position)	Prominently Featured Qualifying Licensee Product	Third Party Logo in Eligible Ad Space	Third Party Logo on Viewing Plane	Non-Qualifying Product on Viewing Plane
50%	Yes - In Eligible Ad Space	Outside Front Cover Outside Back Cover	Yes - In Eligible Ad Space	No	Yes	Yes
25%	Yes - In Eligible Ad Space	Inside Pages	Yes - In Eligible Ad Space	No	Yes	Yes
0%	If the ad is not compliant or if any of the above requirements are not met.					

Europe Agent Ad Insert Reimbursement

Reimbursement Rate	Intel Inside® Logo	Prominently Featured Qualifying Licensee Product on Front Cover	Ad Location	Third Party Logo in Eligible Ad Space	Non-Qualifying Product on Viewing Plane
50%	Yes - In Eligible Ad Space	Required	Eligible Ad Space on Front Cover	No	No
50%	Yes - In Eligible Ad Space	Required	Eligible Ad Space on Front Cover and Back Cover	No	No
50%	Yes - In Eligible Ad Space	Required	Eligible Ad Space on Front Cover, Back Cover, and Inside of the insert	No	Permitted only on the Inside of the insert
50% Front Cover 25% Inside of the Insert	Yes - In Eligible Ad Space	Required	Eligible Ad Space on Front Cover, and Inside of the insert	No	Permitted only on the Inside of the insert
0%	If the ad is not compliant or if any of the above requirements are not met.				

8.13 Reimbursable Costs

Advertising reimbursable costs are media placement costs less discounts and rebates. Insert printing costs are eligible for reimbursement at the reimbursable rate. Excluded from reimbursement are production costs, agency fees, talent charges, distribution and similar costs, program sponsorship, and any applicable taxes (including but not limited to value-added taxes).

Print Zone

9. Logo Usage

These TLUGs outline the proper usage of the **Intel Inside® Logos** and may be used only by Licensees that have signed the appropriate trademark license.

The **Intel Inside® Logos** may be used only in conjunction with the display, advertising or promotion of products that contain the corresponding Intel Processor, and only as specifically and expressly authorized in your trademark license agreement. Licensees must include an acknowledgment in all advertising and promotions to identify the logo as a trademark of Intel Corporation. Licensees must use the **Intel Inside® Logos** in accordance with the License agreement, the Ts & Cs, and the TLUGs.

Sample Acknowledgment Line

Intel, the Intel Inside Logo, Pentium are registered trademarks and Pentium III Xeon, Pentium II Xeon, Celeron, MMX are trademarks of Intel Corporation.

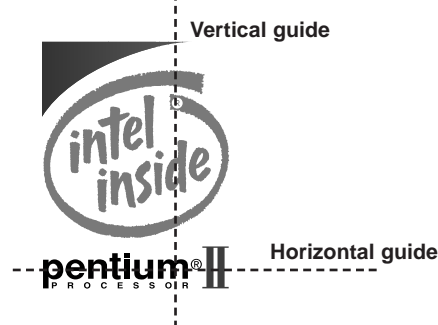
9.1 Logo Prominence

The combination of size, position, clear space and color are used to ensure prominence of the **Intel Inside® Logos**. The area surrounding the **Intel Inside® Logos** should be even, unpatterned and free from typography, illustration or other graphic elements.

9.2 Logo Position

- To position the **Intel Inside® Logos** correctly, use the lower-case “i” in the word “Intel” as a vertical guideline; the right side of the “i” should always be vertical and the “®” should always be level with the top of the “i.” The processor name should be the horizontal guide.

Logo position



Logo Usage

9.3 Logo Size

The size of the **Intel Inside® Logo** is measured by the width of the “swirl” from outer edge to outer edge.

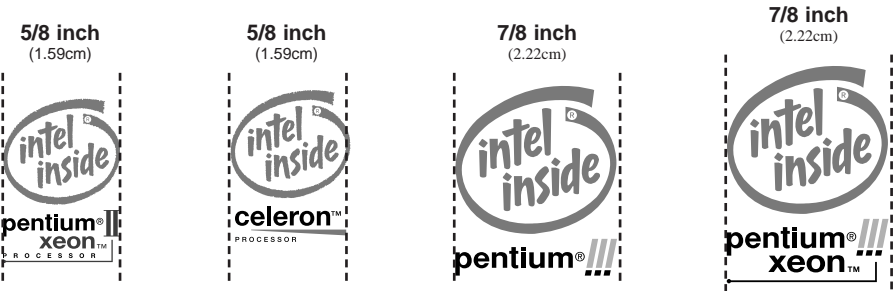
For the Intel Inside® Pentium® III Processor and Intel Inside® Pentium® III Xeon™ Processor Logos, the minimum width is 7/8 inch (2.22cm) for ads that are full page* or greater. For ads that are less than a full page (fractional ads), the minimum width of these logos is 5/8 inch (1.59 cm).

Ad size	Minimum Logo Size	Footprint (including white space)
Fractional Advertising (e.g., less than a single page*)	5/8"	.86" x .97" (2.19 cm x 2.47 cm) width x height
Single Page* or greater	7/8"	1.2" x 1.36" (3.05 cm x 3.44 cm) width x height

*Full page measurement with a minimum approximate size: 7 1/2" x 10 1/2" or 19 cm x 26.5 cm

The minimum width of all other **Intel Inside® Logos** is 5/8 inch (1.59 cm). You can also use larger logos.

Minimum width



Print Zone

9.4 Logo Color for the Intel Inside® Pentium® III Processor Logo.

- Only use the Intel supplied digital files for artwork.
- There is one color version of the **Intel Inside® Logo**. The logo must be placed against a white background.
- The correct color for the **Intel Inside® Logo** is Intel Blue.
- The correct color for the stylized word “PENTIUM®” is black.
- The correct color for the roman numeral III is green (Pantone* 368) and black.
- Use standard process color inks only. Never print the Logo using metallic inks.
- A black and white version of the **Intel Inside® Logos** may be used in black and white advertisements. Advertisements of one color (e.g. sepia-tone) will be evaluated for eligibility. Contact your local Program Office.

Note: Logo size smaller than 1.5” in width, the word “PROCESSOR” is not present. Logo sizes larger than 1.5” in width, the correct color for the stylized word “PROCESSOR” is black.



9.5 Logo Color for the Intel Inside® Pentium® III Xeon™ Processor Logo.

- Only use the Intel supplied digital files for artwork.
- There is one color version of the **Intel Inside® Logo**. The logo must be placed against a white background.
- The correct color for the **Intel Inside® Logo** is Intel Blue.
- The correct color for the stylized word “PENTIUM®”, “XEON™”, and the circuit line is black.
- The correct color for the roman numeral III is green (Pantone* 368) and black.

- Use standard process color inks only. Never print the Logo using metallic inks.
- A black and white version of the **Intel Inside® Logos** may be used in black and white advertisements. Advertisements of one color (e.g. sepia-tone) will be evaluated for eligibility. Contact your local Program Office.

Note: Logo size smaller than 1.5” in width, the word “PROCESSOR” is not present. Logo sizes larger than 1.5” in width, the correct color for the stylized word “PROCESSOR” is black.



9.6 Logo Color for the Intel Inside® Pentium® II Processor Logo

- Only use the Intel supplied digital files for artwork.
- There is one color version of the Intel Inside® Pentium® II Processor Logo. The Logo must be placed against a white background.
- The correct color for the **Intel Inside® Logo** is Intel Blue. (See back cover for visual cover match of Intel Blue.)
- The correct color for the stylized words “PENTIUM®” and “PROCESSOR” is black.
- The correct color for the roman numeral II is purple (Pantone* 2592).
- The “hat” always prints in a gradation according to size. Gradation A is a process color blend that applies to reproduction of the mark at sizes 1” and smaller. Gradation B is a different process color blend that applies to reproduction at sizes 1.5” and larger. Do not attempt to recreate this gradation. The supplied art is an Illustrator* file with a level 1 blend for the gradation; be sure the gradation is smooth, not banded.

Print

Logo Usage

- Use standard process color inks only. Never print the Logo using metallic inks.
- A black and white version of the **Intel Inside® Logos** may be used in black and white advertisements. Advertisements of one color (e.g. sepia-tone) will be evaluated for eligibility. Contact your local Program Office.

Gradation A
1 inch (2.54 cm)



Gradation B
1-1/2 inch (3.81 cm)



9.7 Logo Color for the Intel Inside® Pentium® II Xeon™ Processor Logo

- Only use the Intel supplied digital files for artwork.
- There is one color version of the Intel Inside® Pentium® II Xeon™ Processor Logo. The Logo must be placed against a white background.
- The correct color for the **Intel Inside® Logo** is Intel Blue. (See back cover for visual cover match of Intel Blue.)
- The correct color for the stylized words “PENTIUM®” and “PROCESSOR” is black.
- The correct color for the stylized word “Xeon™”, the roman numeral II, and the circuit line is purple (Pantone® 2592).

- Use standard process color inks only. Never print the Logo using metallic inks.
- A black and white version of the **Intel Inside® Logos** may be used in black and white advertisements. Advertisements of one color (e.g. sepia-tone) will be evaluated for eligibility. Contact your local Program Office.



9.8 Logo Color for the Intel Inside® Celeron™ Processor Logo

- Only use the Intel supplied digital files for artwork.
- There is one color version of the Intel Inside® Celeron™ Processor Logo. The Logo must be placed against a white background.
- The correct color for the **Intel Inside® Logo** and the “wedge” design element is Intel Blue. (See back cover for visual cover match of Intel Blue.)
- The correct color for the stylized words “CELERON™” and “PROCESSOR” is black.
- Use standard process color inks only. Never print the Logo using metallic inks.
- A black and white version of the **Intel Inside® Logos** may be used in black and white advertisements. Advertisements of one color (e.g. sepia-tone) will be evaluated for eligibility. Contact your local Program Office.



Print Zone

9.9 Logo Color for the Intel Inside® Pentium® Processor with MMX™ Technology Logo

- Only use the Intel supplied digital files for artwork.
- There is one color version of the Intel Inside® Pentium® Processor with MMX™ Technology Logo. The Logo must be placed against a white background.
- The correct color for the **Intel Inside® Logo** and the stylized word “PROCESSOR” is Intel Blue, (see back cover for visual cover match of Intel Blue) with the stylized word “PENTIUM®” in black.
- The MMX™ trademark “hat” always prints in a gradation according to size. Gradation A is a process color blend that applies to reproduction of the mark at sizes 1” and smaller. Gradation B is a different process color blend that applies to reproduction at sizes 1.5” and larger. Do not attempt to re-create this gradation. The supplied art is an Illustrator* file with a level 1 blend for the gradation; be sure the gradation is smooth, not banded.

Gradation A
1 inch (2.54 cm)



Gradation B
1-1/2 inch (3.81 cm)

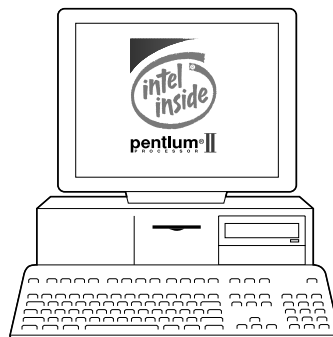


- Use standard process color inks only. Never print the Logo using metallic inks.
- A black and white version of the **Intel Inside® Logos** may be used in black and white advertisements. Advertisements of one color (e.g. sepia-tone) will be evaluated for eligibility. Contact your local Program Office.

9.10 Background

- The full color versions of the **Intel Inside® Logos** must appear on a white background.
- The **Intel Inside® Logos** can be used as a visual on a computer screen.
- When using a black and white version of the **Intel Inside® Logos**, they may be placed on a screened or colored background as long as the Logo is clearly visible and the background is of high contrast.

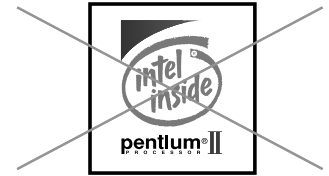
* Other brands and names are property of their respective owners.



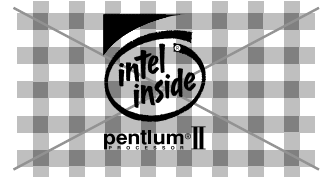
Logo Usage

9.11 Incorrect Logo Usage

- DO NOT position the Logo within a contained space unless the contained space is on a computer screen.



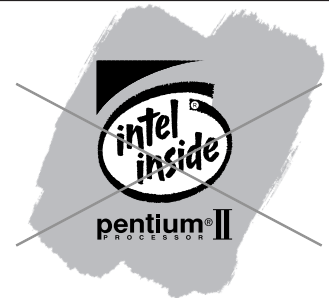
- DO NOT place the Logo on a patterned background.



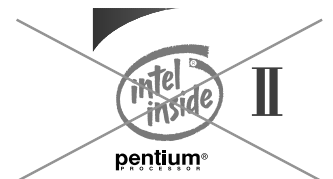
- DO NOT add graphic elements to the Logo.



- DO NOT make the interior of the swirl a different color when the Logo is placed on a colored background.



- DO NOT separate parts of the Logo in any way.



Print Zone

Correct Ad

10. Print Advertising Samples

10.1 Direct Print Advertising Samples

The following Print Advertising Samples are provided as a reference for Licensees. These Samples are not actual advertisements, but serve as examples of correct and incorrect usage of Intel’s trademarks and logos.

Intel mark is used with an appropriate noun

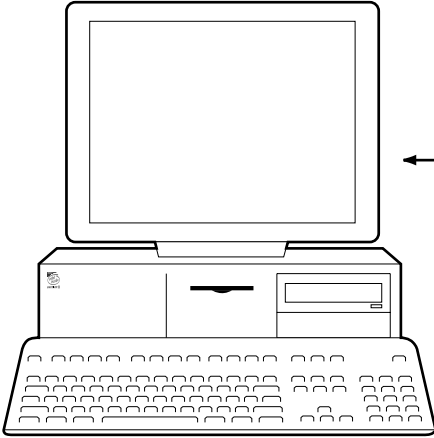
Correct registered trademark symbol is used

Ad must feature a Qualifying Licensee Product and the correct corresponding logo

Incorporates correct unaltered Logo prominently into the ad

Appropriate acknowledgment line is used

The New Intel® Pentium® II Processor-Based Signet PC



- Lorem ipsum dolar sit amet, consecteteurer
- adipiscing elit, sed diam nonummy nibh eiusmod
- iLorem Lorem ipsum dolar sit amet, consecteteurer

Adipiscing elit, sed diam nonummy nibh eiusmod
Lorem ipsum dolar sit amet, consecteteurer
adipiscing elit, sed diam nonummy nibh eiusmod

The Intel Inside Logo and Pentium are registered trademarks and MMX is a trademark of Intel Corporation in the United States and other countries.

XYZComputers Inc.

50% of original full page ad

Advertising Samples

Incorrect Ad

**The New Intel Pentium II-
Based Signet Model TZ-II PC**

Missing registered trademark symbol

Missing noun

Incorrect use of Intel trademark in a model name

Third party logos have not been placed in a strip

Award

Software Logo

Inappropriate corresponding Logo is used

Logo is inappropriately placed within a contained space and on a colored background

- Lorem ipsum dolar sit amet, consecteteur
- adipiscing elit, sed diam nonummy nibh eiusmod
- iLorem Lorem ipsum dolar sit amet, consecteteur

Adipiscing elit, sed diam nonummy nibh eiusmod
 Lorem ipsum dolar sit amet, consecteteur
 adipiscing elit, sed diam nonummy nibh eiusmod

The Intel Inside logo is a registered trademark of Intel Corporation in the United States and other countries.

XYZ Computers Inc.

Incorrect acknowledgment line is used

50% of original full page ad


Print Zone

Correct

page 1

XYZ
Introduces
the Enerstar
Ultra Series

Adipiscing elit, sed diam nonummy nibh euismod Lorem ipsum dolar sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod Lorem ipsum dolar sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod Lorem ipsum

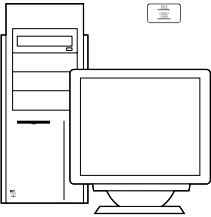


page 2


XYZ Introduces The

XYZ's fastest computer featuring Intel® Pentium® II processor

System includes ProShare® Technology

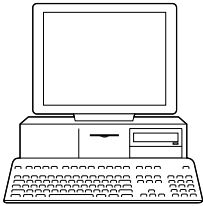


Intel Inside® Logo is prominently featured



page 3

Enerstar Ultra Series



XYZ's New Enerstar Ultra featuring the Pentium® II processor

Full color logo is used in color ad and is appropriately placed on a white background

Appropriate acknowledgment line is used

The Intel Inside Logo and Pentium are registered trademarks and MMX is a trademark of Intel Corporation. ProShare is a registered trademark of Intel Corporation in the United States and other countries.

25% of original full page ad

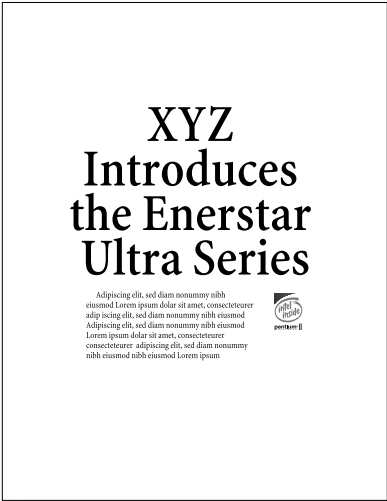
Print

Advertising Samples

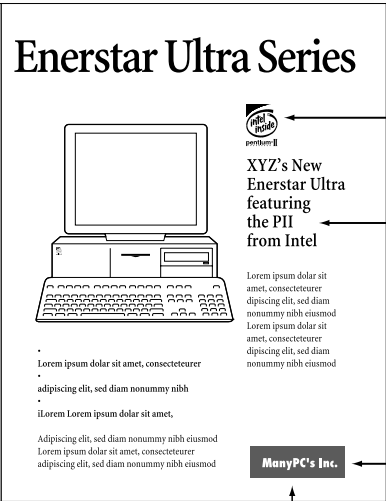
Incorrect

Ad reimbursement for multiple page ads is dependent upon whether the entire ad is correct
Note: Reimbursement for multiple page ads featuring third-party logos would be reduced (even if logos only appear on final spread)

page 1



page 3



Trademark violation:
Must read, XYZ's fastest computer with an Intel® Pentium® II processor

Intel mark has inappropriately been altered

Graphic representation of Licensee service logo is larger than and too close to the Intel Inside® Logo

Logo prominence guidelines have not been followed

Logo does not meet 5/8" size requirement

Black and white logo is inappropriately used in color ad

Incorrect use of Intel® Trademark

Third-Party logo reduces reimbursement rate in Mature PC Markets

Ad does not include an acknowledgment line

Intel Inside® Logo is not prominently featured when placed in gutter of ad

One Distribution Channel does not impact reimbursement rate in Emerging PC Markets

25% of original full page ad

Print Zone

Correct Ad

10.2 Agent Print Advertising Samples

Agent Run-of-Press Advertising Samples

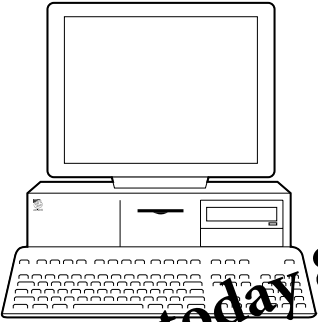
ManyPC's Inc.

Come see our exciting in-store demonstration plus **FREE SOFTWARE** with PC purchase this month

GIANT COMPUTER FAIR

The New Intel® Pentium® III processor-based Signet 1000PC

Only Qualifying Licensee Product on the Viewing Plane



Price of each Qualifying Licensee Product or affordability message

Buy today & save!

intel inside

pentium® III

Appropriate corresponding logo is used

XYZ Computer Inc.

No third party logos (except agent logo)

Manufacturer's brand and model name

•50% Reimbursement for Run of Press in the Intel Inside® Program

The following Agent Advertising Samples are provided as a reference for Licensees. These Samples are not actual advertisements or true to scale, but serve as examples of correct and incorrect usage of Intel's trademarks and logos.

Advertising Samples

Correct Ad

Agent Run-of-Press Advertising Samples

Price or affordability message for each Qualifying Licensee Product

Only Qualifying Licensee Product featured on Viewing Plane

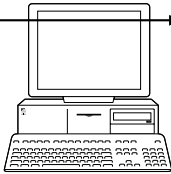
Manufacturer's brand and model name

ManyPC's Inc.

Come see our exciting in-store demonstration plus **FREE SOFTWARE** with PC purchase this month

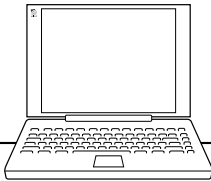
GIANT COMPUTER FAIR

\$1999



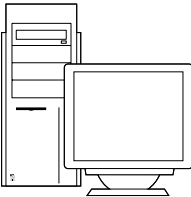
intel inside
pentium III

DVB's Model ABC-10 with the Intel® Pentium® III processor



intel inside
pentium III

XYZ Brand Model DEF 3 featuring the Intel® Pentium® III processor



intel inside
pentium II

BLT Brand Model DEF 3 featuring the Intel® Pentium® II processor

Word Processor 5.9

1 2 3 4

MathPace 4.0

Third party logos on Viewing Plane, but not in Eligible Ad Space

Appropriate corresponding logo is used

•40% Reimbursement for Run of Press in the Intel Inside® Program

Print Zone

Correct Ad

Agent Run-of-Press Advertising Samples

Price or affordability message for each Qualifying Licensee Product

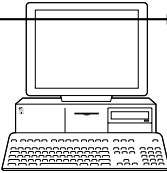

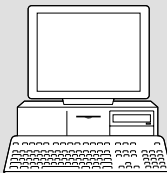
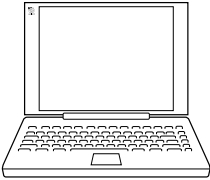

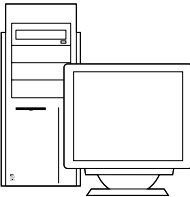

Only Qualifying Licensee Product featured on Eligible Ad Space

Manufacturer's brand and model name

ManyPC's Inc.

Come see our exciting in-store demonstration plus **FREE SOFTWARE** with PC purchase this month

GIANT COMPUTER FAIR

 <p>\$1999</p>  <p>DVB's Model ABC-10 with the Intel® Pentium® III processor</p>	 <p>Non-Qualifying Licensee Product</p>	<p>Non-Qualifying Licensee Product featured on Viewing Plane</p>
  <p>XYZ Brand Model DEF 3 featuring the Intel® Pentium® III processor</p>	  <p>BLT Brand Model DEF 3 featuring the Intel® Pentium® II processor</p>	<p>Appropriate corresponding logo is used</p>

•25% level of reimbursement for Run of Press in the Intel Inside® Program

Advertising Samples


Incorrect

Agent Run-of-Press Advertising Samples


ManyPC's Inc.

Come see our exciting in-store demonstration plus **FREE SOFTWARE** with PC purchase this month

GIANT COMPUTER FAIR




Incorrect logo is used

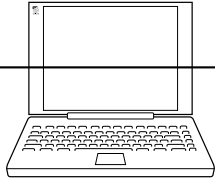


Missing manufacturer's brand and model name


Intel® Pentium® III processor




Incorrect logo is used



XYZ Brand Model DEF 3 featuring the Intel® Pentium® II processor

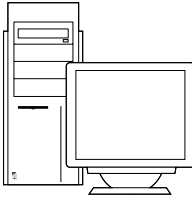


Word Processor 5.9



MathPace 4.0

Third party logos on Eligible Ad Space




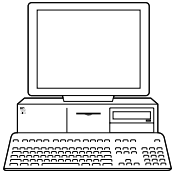


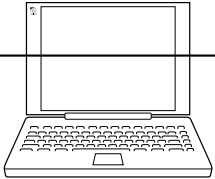

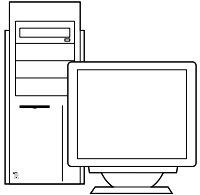

BLT Brand Model DEF 3 featuring the Intel® Pentium® II processor

•0% level of reimbursement for Run of Press in the Intel Inside® Program

Print Zone

Incorrect

Agent Run-of-Press Advertising Samples

ManyPC's Inc. Come see our exciting in-store demonstration plus  with PC purchase this month		GIANT COMPUTER FAIR	
<p>Incorrect use of Intel® Trademark →</p>  <p>\$1999</p>  <p>Pentium Class DVB Model-10</p>		 <p>Non-Qualifying Licensee Product</p>	<p>← Non-Qualifying Licensee Product within Eligible Ad Space</p>
<p>Incorrect logo is used →</p>   <p>XYZ Brand Model DEF 3 featuring the Intel® Pentium® II processor</p>		  <p>BLT Brand Model DEF 3 featuring the Intel® Pentium® II processor</p>	

•0% level of reimbursement for Run of Press in the Intel Inside® Program

11. Print Claiming Procedure

11.1 Direct Print Advertisements

To claim reimbursement, Licensees must submit a completed and signed Media Expense Summary ("MES") form for each country in which the advertisement appears. Up to two MES forms may be submitted for each month of direct print advertising activity. A Licensee must submit a copy of the first MES form if submitting a second MES form. The previously submitted MES form must be clearly marked "copy." Intel will not accept more than two MES forms per one month of direct print advertising activity. The MES form must be received by the Program Office no later than six (6) months following the date of ad publication. All claims older than six (6) months after the date of ad publication will be closed and will not be reimbursed.

11.2 Agent Print Advertisements in U.S. and Canada

Licensee must submit a fully completed and signed Agent Enrollment Form to claim reimbursement. Intel will use commercially reasonable efforts to locate and collect **Agent Print Advertisements** from selected publications in certain major markets. Advertisement value will be calculated by multiplying the size of the **Eligible Advertising Space** (in column inches for newspaper) by a rate established by Intel. The rates are reviewed and updated periodically.

Reimbursement will be made to each enrolled Licensee for its **Eligible Advertising Space** tracked by Intel. Reimbursement will be calculated by multiplying the advertisement value by the appropriate reimbursement rate.

Upon request, the Licensee must provide substantiating documentation that shows that the Licensee reimbursed its agent in an amount equal to or greater than twice the amount of Intel's reimbursement.

All claims older than six (6) months after the date of ad publication will be closed and will not be reimbursed.

11.3 Agent Print Advertisements Outside of U.S. and Canada

Licensee must submit the required tearsheets and invoices with the MES form to substantiate the reimbursement claim. Reimbursement will be based on media placement costs documented on third party invoices submitted by the Licensee.

The MES form must be received by the Program Office no later than six (6) months following the date of ad publication. All claims older than six (6) months after the date of ad publication will be closed and will not be reimbursed.

Broadcast Zone

Broadcast

Broadcast Zone

12. Advertising Requirements

This section gives an overview of the Broadcast advertising requirements.

12.1 Fundamental Principles

To be eligible for Broadcast advertising reimbursement, a Licensee must comply with the following Intel Inside® Program principles:

- 1) The **Intel Inside® Logo(s)** and **Qualifying Licensee Product(s)** must be featured prominently in the advertisement.

- 2) The **Intel Inside® Logos** and Trademarks must always be used in accordance with the TLUGs.
- 3) Appropriate Intel Inside® Logos shall be used on advertisements that prominently feature the corresponding **Qualifying Licensee Products**. Qualifying advertisements must not feature **Non-Qualifying Products**. Mentions of peripheral products or software titles are acceptable.

12.2 Logo Prominence

The following requirements are for advertising in Mature PC Market (MPCM) Countries and Emerging PC Market (EPCM) Countries:

Broadcast Advertisement Logo Prominence Requirements

MPCM	EPCM
<ul style="list-style-type: none">• There should be no on-camera distractions while the Intel® Signature ID is displayed.• With the exception of Distribution Channel Logo(s), the commercial must not contain any audio and/or visual logos other than those belonging to the Licensee or the Intel Inside® Program.• The Intel® Signature ID must not appear on the screen at the same time as the Distribution Channel Logo.• When featuring multiple Distribution Channel Logos, they must be incorporated into the advertisement either successively or concurrently with one another, and may not be separated by any other commercial content.	<ul style="list-style-type: none">• There should be no on-camera distractions while the Intel® Signature ID is displayed.• With the exception of <u>one</u> Distribution Channel Logo, the commercial must not contain any audio and/or visual logos other than those belonging to the Licensee or the Intel Inside® Program.• The Intel® Signature ID must not appear on the screen at the same time as the Distribution Channel Logo.

Advertising Requirements

12.3 Multiple Qualifying Licensee Product Advertisements

For advertisements that feature Multiple **Qualifying Licensee Products**, Licensees must use the **Intel Inside® Logo** that corresponds to the most prominently featured system in the advertisement. When different **Qualifying Licensee Products** have similar prominence, Licensees must use the **Intel Inside® Logo** that corresponds to the most advanced system in the advertisement (e.g. the Intel® Pentium® III processor-based system is more advanced than an Intel® Pentium® II processor-based system which is more advanced than, or an Intel® Celeron™ processor-based system.) The advertisement should not imply that all products contain the more advanced processor.

12.4 Prior Approval

When applicable, Intel prior approves advertisements to ensure the proper usage of the **Intel Inside® Logos** and Trademarks and the proper positioning of the Intel Inside® brand. This **Prior Approval** does not constitute an endorsement or approval of the advertisement’s

contents including, but not limited to performance or technology claims.

During the prior approval process, Intel will review the advertisements submitted and will respond within two (2) business days of receipt. Intel’s response will indicate required changes, if any, or the reimbursement percentage if approved.

Material changes to an approved advertisement or its media schedule require a new **Prior Approval**. Advertisements must also be prior approved for each country in which the ad appears.

All broadcast commercials must be prior approved by Intel. Licensee must submit a completed Prior Approval form along with the following materials to the Program Office:

- Script or storyboard
- Video tape (VHS format acceptable) or audio tape
- Media schedule and total campaign budget

12.5 Commercial Requirements

A Licensee’s commercial must meet the following requirements:

Commercial Length	Number of Signature IDs	Number of Audio Mentions	Number of Text Mentions
0 - 15 seconds	1	1	OR 1
16 - 30 seconds	1	1	----
31 seconds to 2 minutes	1	2	----
Greater than 2 minutes	To be determined during prior approval	To be determined during prior approval	----

Broadcast Zone

12.6 Media Placement

Each broadcast advertisement must be aired on international, national, regional or local broadcast networks, cable networks, satellite stations, local stations or closed circuit TV channels available in airports or inflight that are legally recognized or regulated by the appropriate authority in the broadcast country of origin.

12.7 Reimbursement Details

Reimbursement will be made once a month via wire transfer or electronic funds transfer. Intel will pay its wire transfer bank fees.

Broadcast advertisements are evaluated for reimbursement based on the entire length of the commercial.

12.7.1 Reimbursement Percentages

MPCM Broadcast	EPCM Broadcast	Reimbursement Details
60%	60%	For an MPCM broadcast advertisement that features only Licensee Logos and Intel Inside® Logos . For an EPCM Broadcast advertisement that features only Licensee Logos , Intel Inside® Logos , and up to one Distribution Channel Logo .
30%		For an MPCM broadcast advertisement that contains one or more Distribution Channel Logos .
0%	0%	For an advertisement which does not comply with the Program requirements.

12.7.2 Reimbursable Costs

Broadcast reimbursable costs are media placement costs including media agency commissions (not to exceed fifteen percent[15%]) and any applicable network premiums for advertisements containing multiple brands (not to exceed twenty-five percent[25%]). Excluded from reimbursement are production costs, agency fees, talent charges, distribution and similar costs, program sponsorship, and any applicable taxes (including but not limited to value-added taxes).

Broadcast

Logo Usage

13. Logo Usage

These TLUGs outline the proper usage of the broadcast logos (**Intel® Signature ID**) and may be used only by Licensees that have signed the appropriate trademark license.

The **Intel® Signature ID** may be used only in conjunction with the display, advertising or promotion of products that contain the corresponding Intel Processor, and only as specifically and expressly authorized in your trademark license agreement. Licensees must include an acknowledgment in all advertising and promotions to identify the logo as a trademark of Intel Corporation. Licensees must use the logos in accordance with the License, Ts & Cs and TLUGs.

13.1 Signature ID for the Intel® Pentium® III Processor

A unique Intel® Signature ID (broadcast logo) must be used to promote Intel Inside® Pentium® III Processor-based **Qualifying Licensee Products**. An audio-visual version is available for television broadcasts. An audio-only version is available for radio broadcasts.

13.2 Signature ID for all other Qualifying Intel Processors

Intel has created a ‘swirl only’ Signature ID for use with all Intel Inside® Processors except the Intel® Pentium® III Processor. There is an audio-visual version for television broadcasts. There is an audio-only version for radio broadcasts.

13.3 Requirements for all Intel Signature IDs

- A production quality format of the Signature ID will be provided and must be incorporated as provided. No alterations of duration, melody or instrumentation of the Signature ID will be allowed. Additional instructions are included on the production quality master.
- The Signature ID must be incorporated into the broadcast in the appropriate context and association with the Qualifying Licensee Product.
- The Signature ID cannot have a visual or audio overlay.
- The sound level of the multi-tone melody must be equal to the sound level of the balance of the commercial.
- There should be no on-camera distractions (e.g., on-screen motion, camera movement) while the Signature ID is displayed.
- Should there be Distribution Channel Logos in the broadcast, they must not appear on-screen at the same time as the Signature ID.
- The Signature ID must not be placed in the last three (3) seconds of a radio commercial or appear in its “Full Screen” version in the last three (3) seconds of a television or inflight commercial so as to appear to “sign off” the commercial.
- The duration of each Signature ID is no less than (3) seconds.
- Audio and text mentions must use the complete processor name (using “Intel” in front of the processor name, e.g. “Intel® Pentium® II processor.”)

Broadcast

Broadcast Zone

13.4 Screen Placement of the Signature ID in Television Advertising

- Must be completely within the title-safe area.
- Placement on the system monitor is also acceptable.

Broadcast audio and text mentions (trademark symbols do not need to be spoken)

Examples:

- “Intel® Pentium® III processor”
- “Intel® Pentium® III Xeon™ processor”
- “Intel® Pentium® II processor”
- “Intel® Pentium® II Xeon™ processor”
- “Intel® Celeron™ processor”
- “Intel® Pentium® processor with MMX™ technology”
- “Intel® Pentium® Pro processor”
- “Intel® Pentium® processor”

Note: Always place MHz after the full processor name.

14. Broadcast Claiming Procedure

Licensee must submit a completed and signed MES form for each country in which the commercial is broadcast to claim reimbursement. Up to four MES forms may be submitted for each month of broadcast commercial activity. Licensee must submit copies of previous MES forms if submitting more than one MES form. The previously submitted MES forms must be clearly marked “copy.” Intel will not accept more than four MES forms per one month of broadcast commercial activity. In addition, Licensee must submit the following to the Program Office:

1. An itemized paid invoice for all broadcast media expenses.

For the U.S., an ISCI code for each airing and a station affidavit must also be included with the submission. In other countries, a transmittal certificate or other proof of performance in accordance with local recognized industry standards must also be included with the submission.

2. An itemized paid invoice for any media agency commissions (not to exceed 15%). Those Licensees unable to show invoices for commissions due to integrated service contracts may request reimbursement for agency media placement costs by identifying Agency Commission as a separate line item on the MES. Intel will assume a commission rate of 4% for these Licensees. Proof of agency contract may be requested by Intel at any time.

The complete documentation must be received by the Program Office no later than six (6) months following the media placement date of each commercial broadcast. All claims older than six (6) months after the media placement date will be closed and will not be reimbursed.

Web Zone

Web Zone

15. Advertising Requirements

This section gives an overview of the Web advertising requirements.

15.1 Fundamental Principles

To be eligible for Web advertising reimbursement, a Licensee must comply with the following Intel Inside® Program principles:

- 1) The **Intel Inside® Logo(s)** and **Qualifying Licensee Product(s)** must be featured prominently in the advertisement.
- 2) The **Intel Inside® Logos** and Trademarks must always be used in accordance with the TLUGs.
- 3) Appropriate **Intel Inside® Logos** shall be used on advertisements that prominently feature the corresponding **Qualifying Licensee Products**. Qualifying advertisements must not feature **Non-Qualifying Products**. Text mentions of peripheral products or software titles are acceptable.

15.2 Multiple Qualifying Licensee Product Advertisements

For advertisements that feature Multiple **Qualifying Licensee Products**, Licensees must use the **Intel Inside® Logo** that corresponds to the most prominently featured system in the advertisement. When different **Qualifying Licensee Products** have similar prominence, Licensees must use the **Intel Inside® Logo** that corresponds to the most advanced system in the advertisement (e.g. the Intel® Pentium® III processor-based system is more advanced than an Intel® Pentium® II processor-based system which is more advanced than an Intel® Celeron™ processor-based system.)

The advertisement should not imply that all products contain the more advanced processor.

15.3 Prior Approval

When applicable, Intel prior approves advertisements to ensure the proper usage of the **Intel Inside® Logos** and Trademarks and the proper positioning of the Intel Inside® brand. This **Prior Approval** does not constitute an endorsement or approval of the advertisement's contents including, but not limited to performance or technology claims.

During the prior approval process, Intel will review the advertisements submitted and will respond within two (2) business days of receipt. Intel's response will indicate required changes, if any, or the reimbursement percentage if approved.

Material changes to an approved advertisement or its media schedule require a new **Prior Approval**. Advertisements must also be prior approved for each country in which the ad appears.

Prior approval of all Web advertisements is required. The proposed advertisement must be submitted with a completed Prior Approval Form and **Insertion Order** to the Program Office prior to start of the ad campaign. A media buy summary may be submitted in lieu of an **Insertion Order**.

- For **Banner Ads** and **Webcasting** prior approval, submit appropriate Web ad material at least seven (7) business days prior to the start of the ad campaign. For any other Web ads, prior approval may require a longer lead time.

Advertising Requirements

- For Web ads approved at the Optimized Content reimbursement rate, prior approval and prior approval extensions are limited to a maximum of three months from the date of approval.
- The **Insertion Order** must include an Impression guarantee (or **Click-Through** or sales rate), net price and media placement dates.
- Intel will review the advertisement and links and respond within two (2) business days. Intel's response will indicate the approval status and qualifying reimbursement percentage.
- Material changes to a Web advertisement or its **Insertion Order** must be prior approved, with the sole exception of changes to price or phone number.
- If proprietary software or other access information is necessary to view, it must be provided. Additional items are necessary as determined through the prior approval process.

<http://www.intel.com/oem/intelinsideprogram>

15.4 Web Module Participation Requirements

To be eligible for Web Advertising reimbursement, Licensees must do all of the following:

- Meet the **Baseline Product Pages** requirements.
- Place Web advertisements on eligible **Third-Party Web Sites**.
- Meet the Advertising Guidelines for Web advertisements which link to product specific pages (**Ad Destination Pages**).
- Submit all Web advertisements for prior approval.

15.5 General Requirements

Brands promoted on Web ads and **Ad Destination Pages**, including those in configuration lists, must be represented by **Baseline Product Pages**. All **Qualifying Licensee Products** included within the promoted brands must be represented by **Baseline Product Pages**.

Sample Banner Ads



Web Zone

15.6 Baseline Product Pages Requirements

Baseline Product Pages must comply with all of the following requirements:

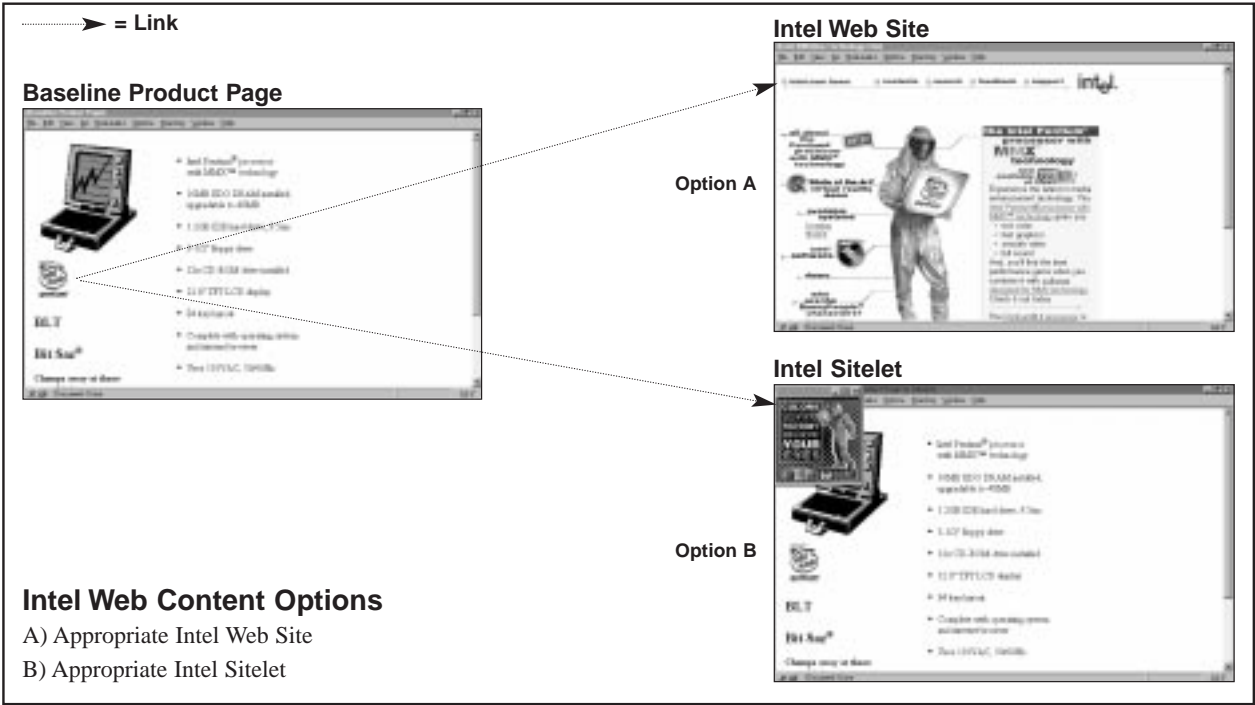
- All **Baseline Product Pages** on the Licensee’s Web Site must prominently feature the appropriate Intel Inside® Logo displayed above the fold at a minimum size of 62x70 Pixels.
- **Baseline Product Pages** may not mention or link directly to pages including **Non-Qualifying Products**.
- **The Baseline Product Pages** must be linked either

directly or indirectly to the Licensee’s Web Site home page on which the **Ad Destination Page** also links.

- Each **Intel Inside® Logo** on **Baseline Product Pages** must link directly to the appropriate Intel Web content (see Baseline Product Pages Diagram).

For a complete listing of appropriate Intel Web Site URLs and Sitelet URLs, see the Intel Inside® Program Web Site or contact your local Intel Inside® Program representative.

Baseline Product Page Diagram



Advertising Requirements

15.7 Eligible Media: Third Party Sites

Web advertisements including **Banner Ads**, **Webcasting** and other prior approved advertisements (e.g. **Sponsorships**) are eligible for reimbursement only if placed on eligible **Third-Party Web Sites** including **Optimized Content Web Sites**.

15.7.1 Third Party Web Site Requirements

An eligible **Third-Party Web Site** must:

- Belong to a third party.
Note: The site shall be considered a **Third Party Web Site** as long as a Licensee does not own more than ten percent (10%) of the entity which owns and operates the Web Site.
- Be targeted to end users.
- Only contain content that adheres to high standards of good taste, as determined by Intel.
- Use all Intel trademarks and logos in accordance with Intel guidelines.

- **In the U.S.**

- Be audited monthly by a recognized independent Web auditing service including but not limited to I/PRO, ABC Interactive, or BPA.
 - The audits should include an accounting of total Impressions delivered, total visitors attracted, click-through rate, and pages viewed.
- Guarantee a measurable, minimum number of ad Impressions, a cost-per-click or cost-per-sale rate as pre-determined by the **Third-Party Web Site** in a media buy.

- **Outside of the U.S.**

- Be publicly recognized as a legitimate **Third-Party Web Site**, as determined by Intel.
- Provide a measurable performance guarantee as part of the media buy as determined by Intel.
 - Performance may be measured by, but is not limited to, minimum number of ad **Impressions**, a cost-per-click or cost-per-sale rate.

15.7.2 Optimized Content Web Site Eligibility

Optimized Content Web Sites are qualified **Third Party Web Sites** eligible for 75% reimbursement. To qualify, these sites must prominently feature content which upon delivery and playback shows a perceivable benefit on high-performance versus lower performance processor-based systems (e.g. visual quality, speed of execution, feature-set). Other qualification requirements, platform specifics, and site examples can be found on <http://www.intel.com/oem/intelinsideprogram>.

Web Zone

15.8 Web Advertising Guidelines

Licensee's Web Advertisements must meet all of the following guidelines:

- Must feature a **Qualifying Licensee Product** with the exception of **Banner Ads**
 - When featuring only a brand or family of products, one hundred percent (100%) of the computer systems in that brand or family must be listed on Attachment C.
- Must feature only the Licensee's Logo(s) and the appropriate **Intel Inside® Logo(s)**
- May not feature or directly link to pages containing **Non-Qualifying Products**
- Must link exclusively to an **Ad Destination Page**
- May be one page or a series of linked pages which lead to **Ad Destination Page**
- Must feature the appropriate **Intel Inside® Logo** which corresponds to the **Intel Inside® Logo** featured on the linked **Ad Destination Page**
- All pages of the Web advertisement must also prominently feature the appropriate **Intel Inside® Logo Above the fold**.

Web Text Mentions for Processors

Examples:

"Intel® Pentium® III processor"

"Intel® Pentium® III Xeon™ processor"

"Intel® Pentium® II processor"

"Intel® Pentium® II Xeon™ processor"

"Intel® Celeron™ processor"

"Intel® Pentium® processor with MMX™ technology"

"Intel® Pentium® Pro processor"

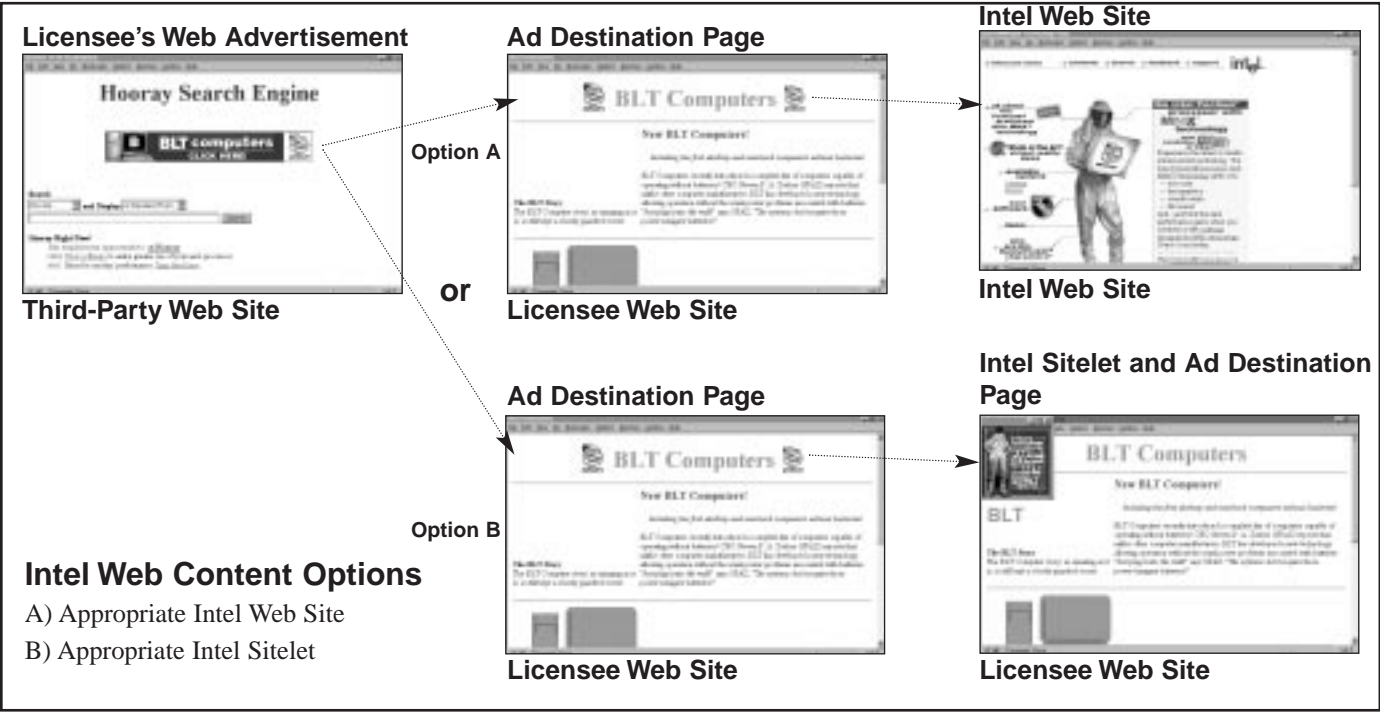
"Intel® Pentium® processor"

Note: Always place MHz after the full processor name.

Advertising Requirements

Linking Guidelines Diagram

Web advertisements must follow the **Ad Destination Page** guidelines and linking requirements as shown in the Linking Guidelines Diagram.



Web Zone

15.8.1 Advertising Types

- **Banner Advertisement**
 - Logo Usage: A static, animated or enhanced Banner Logo may be used with a minimum size of 52x60 Pixels. Appropriate logos can be found on the Intel Inside® Program Web Site.
 - Logo Placement: Appropriate **Intel Inside® Logo** must appear on the **Banner Ad** and if the banner is an animated .gif, logos contained in **Banner Ads** must be prominently displayed.
- **Webcasting**
 - Logo Usage: A static, animated or enhanced Banner Logo may be used with a minimum size of 62x70 Pixels. Appropriate logos can be found on the Intel Inside® Program Web Site.
 - Logo Placement: Appropriate Intel Inside® Logo must appear on the ad for a minimum period of time as determined during the prior approval process.
 - An **Intel Inside® Logo** must appear for 3 seconds in a 30-second advertisement.
- **Other Web Advertisements**
 - Other types of Web advertising on **Third Party Web Sites** (e.g. **Sponsorships**) must be prior approved by Intel.
 - Logo, size, placement and linking requirements will be determined through the prior approval process.

15.8.2 Ad Destination Page Guidelines

- **Ad Destination Pages** must prominently feature at least one **Qualifying Licensee Product**. **Non-Qualifying Products** may not be included.
- **Ad Destination Pages** must feature only the Licensee's Logo(s) and the **Intel Inside® Logo(s)**.

- The appropriate **Intel Inside® Logo** must be displayed Above the fold on the **Ad Destination Page** and must be a minimum size of 62x70 Pixels.
- **Ad Destination Pages** must not directly link to other Web pages promoting **Non-Qualifying Products**.
- A Navigation Bar is acceptable if the Navigation Bar is consistent with the visual identification of the Web Site and the Navigation Bar links are generic in nature (e.g. the home page).
- **Ad Destination Pages** must comply with the Intel Inside® Program TLUGs.
- Each **Intel Inside® Logo** on **Ad Destination Pages** must link directly to appropriate Intel Web content.

15.8.3 Intel Web Content

There are two options for linking from the **Intel Inside® Logos** to Intel Web content for **Baseline Product Pages** and **Ad Destination Pages**:

- **Intel Web Site**
 - Linking option to the appropriate Intel Web Site URL
 - Each **Intel Inside® Logos** on **Ad Destination Pages** and **Baseline Product Pages** must link to the appropriate Intel Web Site URL.
- **Intel Web Sitelet**
 - Linking to a “mini-browser” window which executes when users click on **Intel Inside® Logos** on **Ad Destination Pages** or **Baseline Product Pages** or
 - A Web Sitelet uses commands like JavaScript* to execute this “mini-browser” window. This window is served from the Intel Web Site, but users view it from the Licensee's Web Site never leaving the Licensee's Web Site.

Advertising Requirements

Advertising Types Logo Requirements Chart

Type of Ad	Logo	Minimum Logo Size	Placement
Banner	Static, animated, or enhanced banner logos	52x60 Pixels	<ul style="list-style-type: none">On bannerIf animated GIF:<ul style="list-style-type: none">Logos contained in Banner Ads must be prominently displayed
Webcasting	Static animated, or enhanced banner logos	62x70 Pixels	<ul style="list-style-type: none">On ad for a minimum period of time as determined during the prior approval process.For 30-second advertisement, the Intel Inside® Logos must be displayed for 3 seconds.
Other Web Advertising	Logo, size, placement and linking requirements agreed upon through prior approval process.		

* All other brands and names are the property of their respective owners.

15.9 Reimbursement Details

Reimbursement will be made once a month via wire transfer or electronic funds transfer. Intel will pay its wire transfer bank fees.

15.9.1 Reimbursement Percentages

60%	For an advertisement that features only Qualifying Licensee Products , corresponding Intel Inside® Logos , and Licensee Logos.
75%	For an advertisement that meets the 60% reimbursement requirements and is placed on a qualifying Optimized Content Web Site .
0%	For an advertisement which does not comply with the Program Guidelines.

15.9.2 Reimbursable Costs

The advertising reimbursable costs are negotiated media placement costs, less all discounts, rebates, and agency commissions. Excluded from reimbursement are production costs, agency fees, talent charges, distribution and similar costs, and any applicable taxes (including but not limited to value-added taxes).

Web Advertising Samples

16. Web Advertising Samples

Correct

Product prominently featured

Logo correctly appears above the fold and links to Intel Web content

Ad features the correct corresponding logo

- Intel® Pentium® II processor 300MHz
- 16MB EDO DRAM installed, upgradable to 48MB
- 1.2GB IDE hard drive, 9.5ms
- 3-1/2" floppy drive
- 12x CD-ROM drive installed
- 12.8" TFT LCD display
- 84 key layout
- Complete with operating system and internet browser
- Uses 110VAC, 50/60Hz

BLT Bit Saz®

Champs away at these nasty bits!

The all new Bit Saz with the Intel® Pentium® II processor performs better than other comparable systems with slower processors in its class. The slim, ultra-light case weighs less, thanks to the system's battery-free design. Plus, it never runs out of battery power!

Intel marks are used with the appropriate noun: MHz follows the processor name

Baseline Product Page

Incorrect

Incorrect use of Intel designation a model name

Logo incorrectly appears below the fold

Use of third-party logo makes ad ineligible for reimbursement

Intel marks are not used with appropriate noun:

MHz is before processor name

Incorrect use of Intel trademark

BLT

Bit Saz® II

Chomps away at these nasty bits!

Award

- 300MHz Pentium® II System
- 16MB EDO DRAM installed, upgradable to 48MB
- 1.2GB IDE hard drive, 9.5ms
- 440TX motherboard
- 3-1/2" floppy drive
- 12x CD-ROM drive installed
- 12.8" TFT LCD display
- 84 key layout
- Complete with operation notes

Baseline Product Page

Web Zone

17. Web Claiming Procedure

Licensee must submit all of the following to the Program Office:

- A completed and signed Web MES form. Up to two MES forms may be submitted for each month of Web advertising activity. A Licensee must submit a copy of the first MES form if submitting a second MES form. The previously submitted MES form must be clearly marked “copy.” Intel will not accept more than two MES forms per one month of Web advertising activity.
- In the U.S., an itemized invoice from the **Third-Party Web Site** stating actual Impressions invoiced (or **Click-throughs** or sales rate), or outside of the U.S., proof of minimum performance.
- A hard copy **ad** audited ad tracking report with the specified information, as well as ad Impressions and **Click-throughs** for the advertising period (and sales if guarantee is based on sales).

Claims that meet or exceed the minimum Impression or performance guarantee are reimbursed for the prior approved amount. Claims that do not meet the prior approved minimum impression or performance guarantee will be prorated.

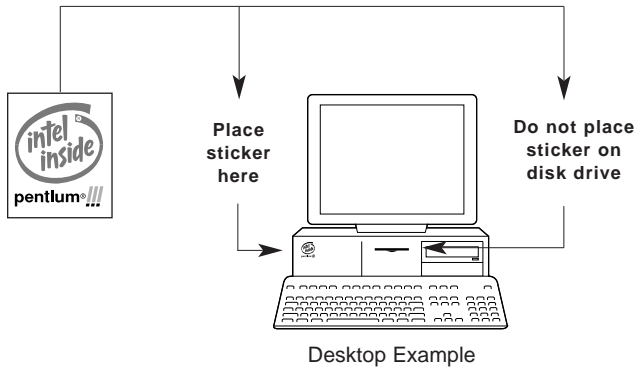
The complete documentation must be received by the Program Office no later than six (6) months after the media placement date of each Web advertisement. All claims older than six (6) months after the media placement date will be closed and will not be reimbursed.

Label Zone

18. System Labeling

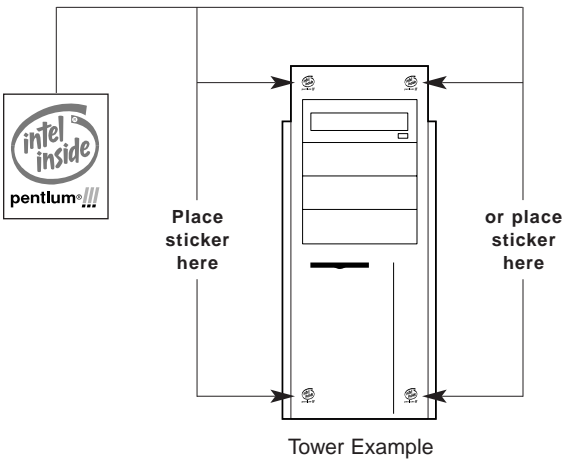
For all **Qualifying Intel Processors** (as defined by the License), the corresponding **Intel Inside® Logo** label must be placed on the system unit.

- System labels of the **Intel Inside® Logo** must be affixed to all **Qualifying Licensee Products** straight and should be clearly visible.
- The Licensee must select the appropriate color system label to attain high contrast.
- System labels will be provided in quantities that match actual processor purchases. They may not be produced or reproduced by Licensees for any reason.



18.1 Desktops/Towers/Network Computers

- The system label must be placed on the front panel of the computer. The preferred placement is the upper half of the computer.
- Do not place the system label on the monitor, keyboard, disk drive or any other peripheral component. Do not place the system label where it is not in view while the system is in use.
- For systems with sliding panels, the label must be on the outermost panel when panels are overlapped.



System Label Dimensions

Intel Inside® Pentium® III Xeon™ Processor Logo and Intel Inside® Pentium® II Xeon™ Processor Logo	Size: 5/8 inch logo (1.59 cm) Label (w x h): 0.75 inches x 0.99 inches (19 mm x 25 mm).
Intel Inside® Pentium® III Processor Logo, Intel Inside® Pentium® II Processor Logo, Intel Inside® Celeron™ Processor Logo and Intel Inside® Pentium® Processor with MMX™ Technology Logo	Size: 5/8 inch logo (1.59 cm) Label (w x h): 0.75 inches x 0.93 inches (19 mm x 23.8 mm).

Labeling

System Labeling

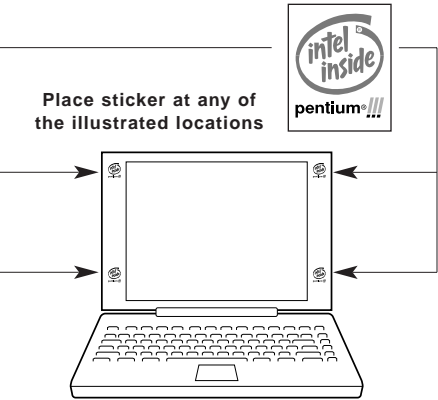
18.2 Mobile Systems

- The system label must be placed on the inside bezel when the computer is open.
- The system label must not be placed on the bottom or sides of the computer.

Mobile System Label Dimensions

Intel Inside® Pentium® II Processor Logo, Intel Inside® Celeron™ Processor Logo and Intel Inside® Pentium® Processor with MMX™ Technology Logo	Size: 1/2 inch logo (1.27 cm) Label (w x h): 0.64 inches x 0.79 inches (16.15 mm x 19.97 mm)
--	--

See desktop system labels for other processors



Mobile Example

Labeling

Label Zone

19. Carton Labeling

The appropriate **Intel Inside® Logo** must be placed on all product shipping cartons for **Qualifying Licensee Products**. The **Intel Inside® Logo** can be applied as a carton label which Intel will provide or the logo may be printed on the carton by the Licensee using artwork provided by Intel.

- The carton label dimensions are as follows:

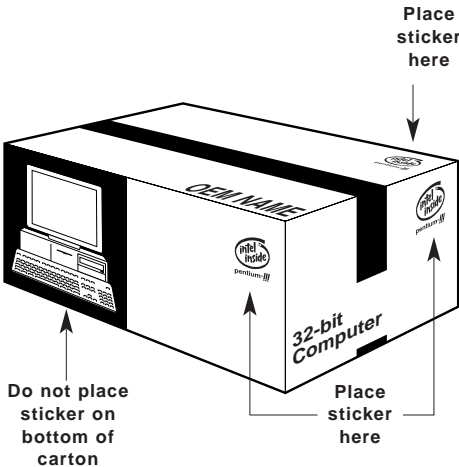
Intel Inside® Pentium® III Xeon™ Processor Logo and Intel Inside® Pentium® II Xeon™ Processor Logo	Label (w x h): 3.1 inches x 4.1 inches (78.6 mm x 104.2 mm).
Intel Inside® Pentium® III Processor Logo, Intel Inside® Pentium® II Processor Logo, Intel Inside® Celeron™ Processor Logo and Intel Inside® Pentium® Processor with MMX™ Technology Logo	Label (w x h): 3.07 inches x 3.8 inches (77.9 mm x 97.1 mm).

19.1 Printing Logo on Shipping Carton

- The minimum size requirement for printing the logo on a carton is 2.5 inches (6.35 cm).
- All other print guidelines must be followed.

19.2 Logo Placement

- The **Intel Inside® Logo** should be placed on the top or any side of the shipping carton.
- The **Intel Inside® Logo** should never be placed on the bottom of the shipping carton.
- The **Intel Inside® Logo** should never be obstructed by any other sticker or shipping tape.



Trademarks and Brands

Trademarks

Trademarks and Brands

20. Intel's Philosophy on Trademarks and Brands

Intel's trademarks and brands are Intel intellectual property and are important and valuable assets of the corporation. Trademarks must be used properly. Follow these Guidelines for using Intel's and others' trademarks and brands properly in internal and external communications, documents and electronic messages.

20.1 Using Intel's Trademarks and Logos

You may refer to Intel products and services by their associated Intel trademarks and services marks, so long as such references (a) are truthful, fair, and not misleading, and (b) comply with these Guidelines, which may be modified by Intel from time to time in Intel's sole discretion.

Specifically:

- Follow the Intel Trademark Golden Rules
- Use the appropriate trademark symbol and trademark acknowledgment of Intel's ownership of the marks and/or logos in questions.
- Do not incorporate Intel trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Intel's marks and logos.
- Do not make unlicensed use of Intel's licensed logos, such as the Intel Inside® Logo. Third party use of Intel logos requires a license or written permission from Intel. If you are interested in obtaining a license to use an Intel mark or logo, contact your Intel marketing or sales representative, or your local Intel sales office.

20.2 The Trademark Golden Rules

1. ALWAYS use a trademark as an adjective, accompanied by an APPROPRIATE noun. Do not use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. And do not abbreviate a trademark.
2. ALWAYS use the proper spelling and the proper trademark symbol. For the trademark symbol, the superscript or subscript mode is preferred, but if it is not available, use parentheses: (TM), (SM) or (R).
3. ALWAYS use trademarks and brand names in the ways they were intended to be used. Do not use them for goods or services for which they were not originally intended. Do not alter them in any way. Do not make puns out of them or portray them in a negative light.

20.3 International Communications

The Intel Trademark Golden Rules apply worldwide. The trademark symbol to be used with each of Intel's trademarks should be used consistently worldwide. If you are interested in information regarding other language versions of these guidelines, please contact the local Trademarks and Brands Group.

20.4 Trademarks and Approved Nouns

General Information

This list is continuously updated with new trademark information. If you have questions, please call the Trademarks and Brands group at one of the numbers provided under Contact Information.

This list is applicable worldwide, with some exceptions in Japan. The exceptions in Japan deal with the use of the "TM" and "circle R" symbols, and, when applicable, you will see a notation following the affected trademark that reads: "use 'TM' in Japan." This exception is only applicable when material is created for use in Japan.

The list of marks represent the English (Roman alphabet) version. For translations or transliterations of marks (i.e., Katakana) please contact Intel's Trademarks and Brands Group directly.

Nouns List: To assist you in proper use of the trademarks, we have included a list of appropriate nouns to be used on conjunction with the trademarks. All such nouns should be in lower case except where accepted capitalization rules dictate otherwise (i.e., document titles).

Note that "trademark," "mark" and "name" are always appropriate nouns.

TMs and Model Numbers: Trademarks associated with multiple model numbers can have such model number appear after the mark and before the appropriate noun or product name. For example: MCS® 251 microcontroller(s) and StorageExpress™ II system(s).

Trademarks and Brands

20.5 Guidelines on Symbols and Ownership

Acknowledgments

The following are guidelines for the use of trademark symbols and acknowledgments for Intel’s trademarks:

Trademark Symbols

- In letters, memos, press releases, white papers, advertising, slides, foils, video and other multimedia presentations:
- Properly designate (with ®, TM or SM) all of Intel’s trademarks at the most prominent use (usually a headline) and again on the first occurrence in copy.
- In the case of presentation graphics, trademarks should be designated with the proper trademark symbol on each page, slide, and foil.
- In newsletters, magazines and publications containing multiple articles
- Properly designate (with ®, TM or SM) all of Intel’s trademarks on the first occurrence in the Table of Contents, in headlines and on the first occurrence in EVERY article in which they are used.
- In brochures, annual/quarterly reports, books, technical documentation and other bound documents:
- Properly designate (with ®, TM or SM) all of Intel’s trademarks on the first occurrence in the Table of Contents, in headlines, and on the first occurrence in text.

- In all charts or graphs, properly designate trademarks (with ®, TM or SM), as they could be copied or pulled and used independently.
- In all tag lines incorporating a trademark slogan, e.g. “The Computer Inside™”, always use the trademark symbol in every reference.

Acknowledgments

- Properly footnote and acknowledge trademark ownership, preferably identifying Intel marks as being owned by Intel Corporation, e.g., “XYZ is a [registered] trademark of Intel Corporation in the U.S. and other countries.”

Note: Trademarks and logos licensed by Intel to you may have specific contractual acknowledgment requirements or other restrictions. Refer to your contract or license for specific requirements.

Contact Information for Intel’s Trademarks and Brands Group at:

U.S./CANADA/LATIN AMERICA	Tel. 408.765.1805	Fax 408.765.6071
APAC/JAPAN	Tel. 011.852.2844.4610	Fax 011.852.2844.4466

Trademarks

20.6 Examples of Use

Right	Wrong
Use Pentium® processor 166 MHz to enhance...	Use Pentium to enhance the performance of your software.
Look for PCs with Intel® Pentium® II processors.	Look for PCs with Pentium II's
Pentium® Pro processor-based computers	Pentium® Pro-based computer
PCs with Intel® Pentium® processors	Pentium PCs
OEM XYZ system with a Pentium® processor	OEM XYZ Pentium system
The XYZ's 850 system contains an Intel® Celeron™ processor	XYZ's new product name is "Celeron 850".
Pentium® processor with MMX™ technology	Pentium system with MMX
Joe's Computer Shop sells systems with Intel® Pentium® II processors	Joe's Computer Shop sells Pentium II systems
Intel® Create and Share™ camera pack	The Create and Share by Intel
InterCast® program	InterCast partners
LANDesk® system	Landesk PC
Pentium® processor 200 MHz and PCI	200 MHz Pent. PCI
Intel® MMX™ media enhancement technology	MMX
High performance processors	Pentium class
Basic PC processors	Celeron class
iCOMP® index	iCOMP chart
Intel® Celeron™ processor power	Celeron™ power
Mediadome SM web site	Visit Mediadome
Pentium® Overdrive® processor	Pentium Overdrive upgrade
Intel® ProShare® technology	Everyone should use ProShare

Trademarks

Trademarks and Approved Nouns List

20.7 Trademarks and Approved Nouns List

AlertVIEW®

– see LANDesk® Family Marks

BunnyPeople™

beanbag
character(s)
dancer(s)
doll(s)

CablePort™

broadband system
cable data delivery system
cable modem
installation software

Celeron™

brand
logo
microprocessor(s)
processor

Connection Advisor™

application
code
core
software

EtherExpress™

– see Family Marks

ETOX™

flash memory
flash technology
process technology
technology

FlashFile™

chip(s)
component(s)
memory
subsystem(s)

i386™, i486™, Intel386™,

Intel486™
chip(s)
CPU(s)
embedded processor(s)
microprocessor(s)
processor(s)

i960®

chip(s)
component(s)
core(s)
CPU(s)
I/O Processor
microprocessor(s)
processor(s)

iCOMP®

formula
index
journal/report
performance index
rating(s)

Indeo®

audio
brand
format
logo
Media Kit
software
technology
video

Insight960®

newsletter

Instant IP™

configuration
setup
technology

Intel®

Approved nouns: any noun that is an approved noun for any mark

on this list, e.g. Intel® processors, Intel® products, Intel® services, etc. Note: the only time the ® symbol is not necessary after “Intel” is when “Intel” is used to refer to the company itself in text references.

Intel740™

chip
drivers
graphics accelerator
graphics accelerator chip
graphics chip
graphics controller

IntelDX2™

chip(s)
microprocessor(s)
processor(s)

IntelDX4™

chip(s)
microprocessor(s)
processor(s)

IntelSX2™

chip(s)
microprocessor(s)
processor(s)

Intel AnswerExpress™

application(s)
member services
PC service
PC support
service
software
support
support suite
virus protection

Intel® Create & Share™

camera pack
software

Software Companion
software suite

Intel® InBusiness™

4-Port Fast Hub
5-Port Hub
8-Port 10/100 Fast Hub
8-Port 10/100 Fast Switch
E-mail Station
8-Port Fast Hub
8-Port Hub
8-Port Switch
fast hub(s)
hub(s)
Internet Station
Network appliance
network products
networking products
Print Station
product line
products
small business networking
Storage Station
switch(es)

Intel Inside® (use “TM” in Japan)

brand
logo
microprocessor(s)
program
symbol

Intel® StrataFlash™

chip(s)
components(s)
high density memory
memory(ies)
multi-bit memory drives
subsystem

Intel® Teamstation™

conference room PC
Document Server
Manager

PC audio system	hardware	Paragon™	microprocessor(s)
Professional Program	microcontroller(s)	computer(s)	processor(s)
software	tools	supercomputer(s)	
system		system(s)	
video conference system	Mediadome™		Pentium® OverDrive®
	web site	PC DADS™	brand
Intercast® (use “TM” in Japan)	MMX™ (use “®” in Japan)	education program	logo
application(s)	brand	program	processor(s)
broadcast	instructions	technology literacy program	
broadcasting (when used as a noun)	logo		Performance at Your Command™
channel	media enhancement technology		(a promotional slogan; no noun required.)
content	technology	Pentium®	
hardware		brand	
Industry Group	NetPort®	chip(s)	
logo	application server(s)	logo	ProShare® (use “TM” in Japan)
medium	domain	microprocessor(s)	Conference Manager
program	hardware	processor(s)	Conferencing Premier Software
programming (when used as a noun)	Manager		Conferencing Presenter
signal	print server(s)	Pentium® II	Conferencing Software
software	server(s)	brand	Conferencing Video System
system(s)	software	logo	Developers Kit
technology(ies)		microprocessor(s)	Developers Program
Tools	NetportExpress™	processor(s)	ISDN Update Kit
Video Capture Card	10/100	Pentium® III	Premier
viewer	application server(s)	brand	Presenter
	Manager	logo	Video Conferencing
iPSC®	network port	Pentium® II Xeon™	
computer(s)	port monitor	brand	RemoteExpress™
supercomputer(s)	print server(s)	logo	adapter(s)
system(s)	PRO	microprocessor(s)	board(s)
	PRO/10	processor(s)	bridge(s)
LANDesk®	PRO/100		card(s)
– see Family Marks	server(s)	Pentium® III Xeon™	ISDN LAN adapter(s)
	software	brand	network adapter(s)
LANDesk® AlertVIEW®	OverDrive®	logo	server(s)
Application Manager	brand	microprocessor(s)	software
Agent+	logo	processor(s)	system(s)
Enabler++	microprocessor(s)		SMARTDIE® (USE “™” IN JAPAN)
	processor(s)	Pentium® Pro	capability
MCS®	socket(s)	brand	component(s)
(48, 51, 96, 151, 251 are model numbers)	voltage regulator module (VRM)	chip(s)	graphic identity
controller(s)		logo	product(s)
			program
			technology

Trademarks

Trademarks and Approved Nouns List

Solutions960® catalog magazine program publication	actual product names must have initial caps.)	system(s) technology(ies) video	LANDesk® AlertVIEW® Application Manager Agent+ Enabler++
StorageExpress™ Central Console control unit File Tracker hard disk hardware peripheral unit Reporter server software system(s) tape	General: EtherExpress™ adapter(s) board(s) card(s) LAN adapter(s) network adapter(s) subsystem	Product Names: EtherExpress™ PRO PRO/10 PRO/100 PRO/100 Intelligent Server PRO/100 Server Adapter PRO/100 Smart Adapter PRO LAN	ProShare® (use “™” in Japan) Conference Manager Conferencing Premier Software Conferencing Presenter Conferencing Software Conferencing Video System Developers Kit Developers Program ISDN Update Kit Premier Presenter Video Conferencing System
SureStack™ connector(s) design feature locking connector(s)	LANDesk® agent application(s) brand control panel core services display(s) icon(s) management console management database management domain product(s) software solution system(s) technology(ies) tools window(s)	LANDesk® Alert Management System Client Manager Client Suite Cluster Manager Command Server Conferencing Conferencing Manager Configuration Manager Event Handler Express Management Group Management Suite Management System Manager Multi-Platform Manager Diagnostics Network Manager Open View for Windows Personal Conference Manager Response Server Control Server Manager Server Monitor Module Server Suite Service Agent SNMP Gateway SNMP Manager Support Center Traffic Analyst Virus Protect Workgroup Manager	+ for cc:Mail* for Lotus Notes* for OS/2* File Servers ++ for 10 users for 100 users for 1000 users * Other brands and trademarks are property of their respective owners.
The Computer Inside.™ (a promotional slogan; no noun required.)			
TokenExpress™ adapter(s) board(s) card(s) LAN adapter(s) network adapter(s) PRO adapter(s) PRO LAN adapter(s)	ProShare® (use “™” in Japan) application(s) board(s) brand camera(s) conference(s) conferencing conferencing software headset(s) icon(s) logo meeting(s) menu product(s) software		
Family Marks The trademarks listed below are family marks. There are two types of nouns which can be used with a family mark: general (nonspecific) and actual product names. (Please note that			

Glossary

Glossary

21. Glossary

Above the Fold - on a 800x600 screen setting, the image is within initial view, measured as the first 435 pixels of screen length (also known as “first view”).

Ad Destination Page - the Web page on the Licensee’s Web Site to which the Licensee’s Web advertisement on the Third-Party Web Site links.

Agent - acts as a retail distribution channel for Qualifying Licensee Products of one or more Licensees; advertises, promotes and sells Qualifying Licensee Product.

Agent Print Advertisement - advertisement of Qualifying Licensee Products placed by an Agent.

Agent Print Insert - an Agent Print Advertisement that is

- a minimum of four pages
- inserted and distributed in a newspaper
- is not a run of press agent advertisement and
- stands alone as an advertising vehicle

Attachment C (to the OEM Trademark License Agreement)— identifies the systems, brands, and models of the Licensee that

- incorporate 100% Qualifying Intel Processors and
- will be promoted with the Intel Inside® Logo(s)

Audio Mention - the audio voice-over identifying the appropriate Qualifying Intel Processor (e.g. Intel® Pentium® II processor).

Banner Ad - a graphic image used as an advertisement on a Web Site.

Baseline Product Pages - Web pages on the Licensee’s Web Site either representing a specific Qualifying Licensee Product or the highest level of a brand, family, or model based on 100% Qualifying Intel Processors.

Brand Licensee - the party who is licensed to use the Licensed Brand.

Brand Licensor - the owner of the Licensed Brand.

Click-throughs - the number of times that users “click” on a Web advertisement, requesting action from the advertiser’s server.

Computer Product - a PC, workstation, server, or supercomputer system that is a primary executor of end-user or general purpose application software and that contains all of the following components: a motherboard populated with a microprocessor; working BIOS; chassis; keyboard/input device controller; hard drive; and power supply. Any dedicated use system including but not limited to manufacturing control systems or an ATM machine is not considered a Computer Product.

Direct Print Advertisements - print advertisements or inserts placed in newspapers or magazines that prominently feature only a single Licensee’s Qualifying Licensee Products and their associated peripherals.

Distribution Channel Logo - the logo of a retailer, reseller or distributor.

Eligible Advertising Space - the space within an Agent Print Advertisement that is clearly delineated from other parts of the Agent Print Advertisement by column rules, clear space, and/or color, and that contains one or more Qualifying Licensee Products with the appropriate Intel Inside® Logos.

Emerging PC Market (EPCM) Countries - any country or administrative region which is not included in the Mature PC Market (MPCM) Countries.

Hybrid Logo - a logo created when a Licensee's logo is combined with either an international sporting event logo, an educational logo, or a philanthropic event logo. The Hybrid Logo may not include the name or logo of another corporate sponsor, and it must also adhere to high standards of good taste and social responsibility. Prior approval of such logos by all logo owners and Intel is required for reimbursement eligibility.

Impressions - the number of times a Web banner advertisement has been fully downloaded by an end user.

Insertion Order - a contract which specifies terms for a media buy issued by media vendors (e.g. Third Party Web Sites) and/or Licensees' advertising agencies.

Intel Inside® Logos - the following are the current Intel Inside® Logos:

- Intel Inside® Pentium® III processor logo
- Intel Inside® Pentium® III Xeon™ processor logo
- Intel Inside® Pentium® II processor logo
- Intel Inside® Pentium® II Xeon™ processor logo
- Intel Inside® Celeron™ processor logo
- Intel Inside® Pentium® processor with MMX™ technology logo
- Intel Inside® Pentium® Pro processor logo
- Intel Inside® Pentium® processor logo
- Intel Inside® Logo (applicable to Signature ID use only)

Label Certification Form - when signed by an officer of the Licensee, the Licensee verifies that a minimum of 95% of Qualifying Licensee Products are labeled with the appropriate Intel Inside® Logos. MDF will accrue upon receipt of this form by Intel.

Licensed Brand - a brand owned by a current or former Licensee in good standing that is licensed to a Licensee pursuant to a written agreement.

Logo - a representation, design, picture, icon, sound, or any other symbol used to identify and distinguish a company, product, service, award, or technology, including but not limited to letters, numbers, words, pictures, symbols, or designs, or any combination of these, or any other representation as determined by Intel.

Mature PC Market (MPCM) Countries - include the following countries or administrative regions: Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Italy, Japan, Korea, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, United Kingdom, and the United States of America.

Net Shipments - are to be calculated by taking the average Intel sales price of Qualifying Intel Processor shipments to all Intel customers multiplied by the net number of such Qualifying Intel Processors purchased by the Licensee. Intel boxed processor purchases are ineligible for accrual.

Non-Qualifying Products - PCs, workstations, servers, or supercomputers that do not meet the Qualifying Licensee Product definition. Examples include products that incorporate microprocessors not manufactured by Intel; that incorporate microprocessors that are not Qualifying Intel Processors; that are not Computer Products; that have terms such as "586," "686," "P6," "P54C" or other Intel engineering code names in the brand, product or model name; or that are not listed on the Attachment C of any Licensee.

Glossary

OEM Licensed Brand Agreement - the confirmation to Intel that there is a grant of license between the Brand Licensor and Brand Licensee which allows the Brand Licensee the right to place and advertise the logo, trademark, and/or tradename of the Brand Licensor on a Qualifying Licensee Product.

OEM Market Development Program and Trademark

License Agreement - the grant of license and the Ts & Cs and TLUGs governing that grant which allow the Licensees the right to use the Intel Inside® Logos.

Optimized Content Web Sites - are qualified Third Party Web Sites eligible for 75% reimbursement. To qualify, these sites must prominently feature content which upon delivery and playback shows a perceivable benefit on high-performance versus lower performance processor-based systems (e.g. visual quality, speed of execution, feature-set). Other qualification requirements, platform specifics, and site examples can be found on www.intel.com/oem/intelinsideprogram.

Pixel - a picture element. The smallest resolvable rectangular area of an image, either on a screen or stored in memory.

Prior Approval - is the process of submitting advertisements for review to the Intel Inside® Program to ensure prominent and compliant use of the Intel Inside® brand. For Print advertising, it is only required for Licensees with an annual MDF accrual over USD\$200,000. It is required for all Broadcast and Web advertisements.

Program ID Number - the Program account number assigned to each Licensee for use on Prior Approval and Claim Forms.

Qualifying Intel Processors - Pentium® processors and subsequent generations of Intel processors that are eligible for purchase accruals and advertisement reimbursement except for those sold through the Embedded Products Division.

Qualifying Licensee Products - Computer Products that are based exclusively on Qualifying Intel Processors, and that are listed on Licensee's Attachment C.

Sitelet - a "mini-browser" window which uses a code/script (e.g. JavaScript*) which is executed by a majority of browsers. This window is served from the Intel Web Site, but users view it from the Licensee's Web Site never leaving the Licensee's Web Site.

Sponsorship - integrated Web advertising that is specific to a content area on a Third-Party Web Site.

Strip - one single line of logos, side by side, in a row or column, but not both.

Subsidiary - a corporation or other entity with regard to which greater than fifty percent (50%) of whose outstanding shares or securities representing the right to vote for the election of directors or similar managing authority is now or hereafter owned or controlled directly or indirectly by Licensee, but only during such period as such ownership or control exists.

Text Mention (with respect to broadcast commercials) - the on-screen appearance of the complete processor name. The Text Mention must be of sufficient size and duration to be clearly legible. Each commercial will be evaluated during the Prior Approval process for specific size and duration requirements.

Glossary

Third-Party Logo - all logos all logo except licensee's, Licensed Brand name (per OEM Licensed Brand Agreement), graphic representation(s) referring to a Licensee's services, the Intel Inside® Logo, and approved Hybrid Logos. Example of Third Party Logos are: other corporate and product logos, certification and award logos including or awards (whether or not used by a thing party as a Trademark), industry specification and standard logo, distribution channel logos, logos on software boxes, and/or logos formed by any combination of a Licensee's logo with any other logo etc. payment vehicle logos and cartoon characters do not impact reimbursement provided they are prior approved. Please contact your local Program Office for further details.

Third-Party Web Site - a Web Site that publishes content or provides Internet information (e.g., search engines) to end users on the Web and accepts advertising as at least one form of revenue generation and in which Licensee owns no more than ten percent (10%) of the entity which owns and operates the Web Site.

Webcasting - content and advertising published to end users through the transmission of audio or video processed by special encoding software and made available over the computer networks of the World Wide Web (also referred to as "push" technology). Must meet Web Site eligibility requirements and accept advertising as at least one form of revenue generation.

Viewing Plane - the maximum number of pages in a particular advertisement(s) placed by the same agent or licensee that can be viewed at one time, such as a page, spread, gatefold or foldout. Each advertisement may have multiple Viewing Planes.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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